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(54) Title: READY LISTED ELECTRONIC COMMERCE SYSTEM AND METHOD

61 NO.	62 PRODUCT NAME	60a JUST PREVIOUS CONTRACT PRICE	64 PURCHASE HIGHEST PRICE (REGISTRANTS)	64b SALE LOWEST PRICE (REGISTRANTS)	65b
1	TV CT-2510 OF LG	280,000 WON	260,000WON(2)	270,000WON(3)	
2	WASHING MACHINE OF SAMSUNG	430,000 WON	420,000WON(1)	435,000WON(7)	
3	BABY LOVE POWERED MILK OF NAMYANG	13,600 WON	13,000WON(1)	13,300WON(2)	
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	(25,000 WON)	(0)	24,000WON(5)	
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	(12,500 WON)	(0)	(0)	

PLEASE CLICK AND REGISTER PRODUCT INFORMATION, FOR ONE WHO WANTS TO SELL OR BUY A PRODUCT INCLUDED IN THE PRODUCT LIST.

62a
REGISTER NEW PRODUCTS

66a

66

1. THE PRICE IN PURCHASE HIGHEST PRICE (REGISTRANTS) IS A PRICE OR BUYER PRESENTING THE HIGHEST PRICE AMONG THE PURCHASE REGISTRATION ITEMS.
2. THE NUMBER IN EACH PARENTHESIS IN PURCHASE HIGHEST PRICE (REGISTRANTS) INDICATES THE NUMBER OF REGISTRATIONS.
3. THE PRICE IN SALE LOWEST PRICE (REGISTRANTS) IS A PRICE OR SELLER PRESENTING THE LOWEST PRICE AMONG THE SALE REGISTRATION ITEMS.
4. THE NUMBER IN EACH PARENTHESIS IN SALE LOWEST PRICE (REGISTRANTS) INDICATES THE NUMBER OF REGISTRATIONS.
5. THE PRICE IN PARENTHESIS IN JUST PREVIOUS CONTRACT PRICE INDICATES THE OPEN MARKET PRICE IN CASE OF NO CONTRACT RESULT.

(57) Abstract: An electronic commerce system and method provides a transaction circumstance in which a product list shows a market condition or a just previous contract price of each product, so as to be a reference for a transaction between a seller and a buyer, and the buyer and the seller mutually corrects a purchase price and a sale price, respectively, in order to negotiate a contract price, to thereby enable both the buyer and the seller to perform a transaction on a satisfactory condition. A number of buyers and sellers access a home page of a system server providing a list of products on the home page of the system server connected to the Internet, a purchase registration column, and a sale registration column in response to the access of the terminal of the sellers and buyers and supports a simultaneous and multi-occurring electronic commerce.

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READY LISTED ELECTRONIC COMMERCE SYSTEM AND METHOD

Technical Field

The present invention relates to a ready listed
5 electronic commerce system and method, and more
particularly, to an electronic commerce system and
method having a list of products, providing both a
buyer and a seller with a transaction circumstance,
in which the product list shows a market condition, a
10 just previous contract price, the highest buying
price and the lowest selling price of each product,
so as to be a reference for a transaction between the
seller and the buyer, and a corrected bid can be
entered unless a final contract has been signed, to
15 thereby enable the seller and the buyer to perform a
swift transaction on a satisfactory condition.

Background Art

In general, an electronic commerce means a
20 network-based cyber commerce in which products or
services are advertised and sold on the internet,
which is being vividly activated all over the world.

The electronic commerce is useful in circulation
agents such as department stores or discount stores
25 that wish to advertise and sell products effectively
at a low cost. The electronic commerce can be used in
manufacturers that sell products directly for
consumers, or trading companies that wish to

advertise and export products overseas.

A currently available electronic commerce is classified into a cyber shopping mall method, an Internet mall of malls, a commerce method according to an auction, and a commerce method according to a reverse-auction.

First, in case of a general cyber shopping mall, all products are loaded in a cyber space under direct management as in a general department store, to thereby sell products through description of prices and products. This cyber shopping mall method prevails all over the world. For example, Amazon or Samsung Internet shopping mall (www.sism.co.kr) is one of the cyber shopping malls.

The Internet mall of malls is a method in which a shop for selling products via the Internet does not construct its own shopping mall, but prepares a particular corner in an existing large-scale shopping mall, to thereby enable the shop to sell products and the large-scale shopping mall to collect a predetermined portion on sales as a selling commission. This method is similar to that corners are rent in a department store. A consumer's buying pattern is little different from a conventional cyber shopping mall. For example, Metaland (www.metaland) is one of the Internet mall of malls.

Meanwhile, a commerce method via an auction is a method in which a general auction proceeds on the

Internet. If a seller notifies a class and number of a product, an auction start price and a bid closing time, buyers participate in the bid from the starting price, and a buyer who writes up the highest price until the closing time wins the contract. For example, Internet Auction (www.auction.co.kr) is one of the auction commerce methods.

The commerce method via a reverse auction is a method in which a buyer requests for an estimate via a cyber space, selling shops which are registered as a membership shop with respect to the cyber commerce company enter a bid at a low price and thus a commerce contract is performed between the buyer and a selling shop which submits the most advantageous selling condition to the buyer. A difference between the reverse auction and the auction resides in the fact that the subject of the bidding activity is changed. For example, Myprice (www.myprice.co.kr) or Priceline (www.priceline.com) is one of the reverse auction methods.

The characteristics of the above-described electronic commerce method are summarized in Table 1.

Table 1

	Internet mall of malls	Internet auction	Internet reverse auction
Products	Only corresponding products are displayed whenever a desired selling shop occurs.	An external seller displays products on a limit time.	Products to be estimated are always displayed.
Price display	A seller shop displays a labeled price.	A price is established in the bidding form of a desired buyer.	Buyers present a desired price.
Bid or not	No concept of bidding	Buyers' competitive bidding	Sellers' competitive bidding only in the case that a desired buyer exists.

It causes much manufacturing cost and operation
cost to be consumed, to construct an internet cyber
5 shopping mall for realizing the above electronic

commerce method and publicity to be limited.

Also, the above Internet cyber shopping mall or the Internet mall of malls is a seller-driven system in which a transaction is only possible with a marked
5 price (fixed price) determined by a seller shop, and a price negotiation is impossible.

In the Internet auction method or seller-driven system, a buyer cannot identify a seller. Nevertheless, since a seller attracts a number of
10 buyers who determine a final price as a group, a buyer may purchase a product at a higher price than his or her intended buying price in the case that the buyer should buy the corresponding product.

Also, since the seller should sell a product at a
15 price determined by a bidding of buyers in the above auction method, the seller cannot assure his or her intended price by mutual consent.

Further, since an external seller displays a product on a limit time until the complete bidding in
20 the auction method, the same procedure should proceed even though another seller wishes to sell the same product. Also, the seller should await a predetermined time until a bidding closing time.

The reverse auction method is a buyer-driven
25 system, in which, if a buyer submits and registers a desired price, condition and a payment account number on a buying sheet, and then the buying information is loaded in a membership companies' home pages, a

membership company (seller) who wishes to sell the product enters its identification (ID) and then registers an estimate (bidding document). In the case that an estimate has been registered, a reverse
5 auction supervisory company notifies the estimate registration item of the buyer by e-mail, and the buyer can select a product of the best condition and price among a plurality of estimates registered in the above manner.

10 The reverse auction spreads and widens its handling items starting from secondhand automobiles and travel services. However, since the reverse auction method should assume a determined selling item, a supervisory company should assure a number of
15 membership companies in relation to handling products in advance, and a predetermined bidding closing time is assigned, a transaction is not swift.

Thus, since the commerce method supports only one of the seller-driven system and the buyer-driven
20 system, there has been no commerce method in which both a seller and a buyer present desired prices at the same time with respect to the same product and a transaction is performed on a mutually satisfactory condition.

25

Disclosure of the Invention

To solve the prior art problems, it is an object of the present invention to provide an electronic

commerce system and method providing a transaction circumstance in which both a buyer and a seller need not prepare his or her own cyber shopping mall, but inserts purchase or sale products, so that a seller
5 and a buyer present a desired price simultaneously with respect to an identical product, to thereby enable both the buyer and the seller to perform a transaction on a satisfactory condition.

It is another object of the present invention to
10 provide an electronic commerce system and method providing a transaction circumstance in which a product list shows a market condition or a just previous contract price of each product, so as to be a reference for a transaction between a seller and a
15 buyer, and the buyer and the seller mutually corrects a purchase price and a sale price, respectively, in order to negotiate a contract price, to thereby enable both the buyer and the seller to perform a transaction on a satisfactory condition.

20 It is still another object of the present invention to provide an electronic commerce system and method in which sellers can enter a bid with respect to a product inserted in a list of products, even under a buyer-absent situation, and one of
25 buyers can buy a product having a satisfactory purchase condition with a registration procedure of presenting a purchase condition or without having such a registration procedure.

Further, it is yet another object of the present invention to provide an electronic commerce system and method providing a transaction circumstance in which in the case that a purchase
5 registration or a sale registration is performed, a registered sale condition or a purchase condition in the registration can be always corrected without setting a compulsive auction period of time, to thereby enable a transaction to be performed after
10 awaiting his or her satisfactory condition.

It is still yet another object of the present invention to provide an electronic commerce system and method providing a transaction circumstance in which a transaction can be accomplished without any
15 delay in the case that a transaction condition of a product satisfies a buyer and a seller after they have made their purchase registration and sale registration respectively.

It is a further object of the present invention
20 to provide an electronic commerce system and method providing a transaction circumstance in which a product list shows a column notifying a just previous contract price of each product, so as to be a reference for a transaction between a seller and a
25 column notifying the highest purchase price and the lowest sale price among registered prices, to thereby enable both the buyer and the seller to perform a swift transaction on a satisfactory condition.

It is still a further object of the present invention to provide an electronic commerce system and method providing a transaction circumstance in which a seller who wishes to sell a new product that
5 is not listed on a list of products can register product information and a desired sale price voluntarily.

It is yet still a further object of the present invention to provide an electronic commerce system
10 and method providing a transaction circumstance in which a transaction procedure is simply, safely and swiftly accomplished.

To accomplish the above object of the present invention, according to a first aspect of the present
15 invention, there is provided an electronic commerce method comprising the steps of: preparing a list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name column representing
20 product names with respect to a number of products, a purchase registration column representing a buyer registration situation with respect to each product, and a sale registration column representing a seller registration situation; downloading the home page
25 including the list of products when terminals of a number of buyers and sellers are connected to the system server on the Internet; bidding and registering each purchase and sale condition with

respect to a particular product in the purchase registration column and the sale registration column, by the number of buyers and sellers; selecting and indicating the highest purchase price and the lowest sale price among a number of purchase conditions and sale conditions whenever a new registration is performed in the purchase registration column and the sale registration column with respect to the particular product; expressing a purchase intention in response to a corrected sale condition of the particular product by the buyer or expressing a sale intention in response to a corrected purchase condition of the particular product by the seller; remitting a product bill to a designated bank account of a system manager in sequence with the purchase intention in the case that the first priority intention expresser is a buyer, and remitting a product bill to the designated bank account by a buyer selected according to a request of the system server in the case that the first priority intention expresser is a seller; requesting the seller to deliver the product to the buyer in reply to the remittance of the product bill; and remitting the product bill to the seller upon completion of the delivery of the product.

According to a second aspect of the present invention, there is provided a reverse auction electronic commerce method comprising the steps of:

preparing a list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name column representing product names with respect to a number of products, a market price column representing a current price of each product, and a sale registration column representing a seller registration situation with respect to each product; downloading the home page including the list of products when terminals of a number of buyers and sellers are connected to the system server on the Internet; bidding and registering a sale condition with respect to a particular product in the sale registration column, by the number of sellers; selecting and indicating the lowest sale price among a number of sale conditions whenever a new registration is performed in the sale registration column with respect to the particular product; expressing a first priority purchase intention in response to a sale condition of the particular product by one of the bidding registered sellers and non-bidding sellers; remitting a product bill to a designated bank account of a system manager in sequence with the purchase intention by the first priority buyer; requesting the seller to deliver the product to the buyer in reply to the remittance of the product bill; and remitting the product bill to the seller upon completion of the delivery of the

product.

According to a third aspect of the present invention, there is also provided an electronic commerce method comprising the steps of: preparing a
5 list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name column representing product names with respect to a number of products, a purchase registration column
10 representing a buyer registration situation with respect to each product, and a sale registration column representing a seller registration situation; downloading the home page including the list of products when terminals of a number of buyers and
15 sellers are connected to the system server on the Internet; bidding and registering each purchase and sale condition with respect to a particular product in the purchase registration column and the sale registration column, by at least one of the number of
20 buyers and sellers; selecting by a buyer a sale price of a seller satisfying a purchase condition of the buyer among the sale conditions of the particular product registered in the sale registration column and expressing a purchase intention to the system
25 server, or selecting by a seller a purchase price of a buyer satisfying a sale condition of the seller among the purchase conditions of the particular product registered in the purchase registration

column and expressing a sale intention to the system server; requesting the seller to deliver the product to the buyer at the time of remitting a product bill to a designated bank account of a system manager in sequence with the purchase intention in the case that the first priority intention expresser is a buyer, and remitting a product bill to the designated bank account by a buyer selected according to the sale intention expression in the case that the first priority intention expresser is a seller; and remitting the product bill to the seller upon being notified of completion of the delivery of the product from the seller to the buyer, to thereby achieve an indefinitely periodical, simultaneous and multi-occurring bidding purchase and bidding sale with respect to a particular product.

According to a fourth aspect of the present invention, there is provided an electronic commerce method comprising the steps of: preparing a list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name column representing product names with respect to a number of products, a market price column representing one of a current price, an average price and the lowest price of each product at this point in time, and a sale registration column representing a seller registration situation with respect to each product;

downloading the home page including the list of products when terminals of a number of buyers and sellers are connected to the system server on the Internet; bidding and registering a sale condition
5 with respect to a particular product in the sale registration column, by at least one of the number of sellers; selecting a sale price of a seller presenting the lowest price among the sale conditions of the particular product registered in the sale
10 registration column by a buyer of the number of buyers, and expressing a purchase intention to the system server; requesting the seller to deliver the product to the buyer at the time of remitting a product bill to a designated bank account of a system
15 manager in sequence with the purchase intention by the first priority buyer; and remitting the product bill to the seller upon being notified of completion of the delivery of the product from the seller to the buyer, to thereby achieve a bidding sale with respect
20 to the particular product for an indefinite period.

According to a fifth aspect of the present invention, there is provided an electronic commerce system enabling a simultaneous and multi-occurring transaction to be performed between a number of
25 seller and buyers, the electronic commerce system comprising: a number of Internet communications accessible terminals of a number of buyers and sellers; and a system server for storing and

providing a list of products on a home page of the electronic commerce system server connected to the Internet, the list of products having each product name with respect to a number of products, a
5 purchase registration column representing a buyer registration situation including the number of registered buyers and the highest purchase price with respect to each product, and a sale registration column representing a seller registration situation
10 including the number of registered sellers and the lowest sale price, in response to the access of the terminal, wherein the system server downloads the home page including the list of products when terminals of a number of buyers and sellers are
15 connected to the system server on the Internet; selects and indicates the highest purchase price and the lowest sale price among a number of purchase conditions and sale conditions whenever a new registration is performed in the purchase
20 registration column and the sale registration column with respect to the particular product, at the time of bidding and registering each purchase and sale condition with respect to a particular product in the purchase registration column and the sale
25 registration column, by the number of buyers and sellers; remits a product bill to a designated bank account of a system manager in sequence with the purchase intention in the case that the first

priority intention expresser is a buyer, and remits a product bill to the designated bank account by a buyer selected according to a request of the system server in the case that the first priority
5 intention expresser is a seller, at the time of expressing a purchase intention in response to a corrected sale condition of the particular product by the buyer or expressing a sale intention in response to a corrected purchase condition of the particular
10 product by the seller; requests the seller to deliver the product to the buyer in reply to the remittance of the product bill; and remits the product bill to the seller upon completion of the delivery of the product.

15 According to a sixth aspect of the present invention, there is provided an electronic commerce system enabling a simultaneous and multi-occurring transaction to be performed between a number of seller and buyers, the electronic commerce system
20 comprising: a number of Internet communications accessible terminals of a number of buyers and sellers; and a system server for storing and providing a list of products on a home page of the electronic commerce system server connected to the
25 Internet, the list of products having each product name with respect to a number of products, a purchase registration column representing a buyer registration situation with respect to each product, and a sale

registration column representing a seller registration situation with respect to each product, in response to the access of the terminal, wherein the system server provides a seller with the registered purchase registration situation in response to an inquire of the seller with respect to the purchase registration column of the system server by use of the terminal of the seller, provides the seller with a sale request in the case that the seller selects one of the purchase prices of the registered buyers, notifies the selected buyer that the seller appears in the case that the filled-up sale request has been accepted, to then request the buyer to remit a product bill, requests the terminal of the seller to deliver the product to the buyer in response to the remittance of the buyer to a bank account of the system manager, and remits the product bill to the seller when the product has been completely delivered from the seller to the buyer.

As described above, the RLEC manager loads a list of a number of products on a home page, to thereby enable users to enter a purchase registration and a sale registration according to their purposes.

Also, the product list includes an available transaction condition such as a market price at a registration point in time together with product names, or a just previous contract price, and a purchase highest price and a sale lowest price easily.

As a result, a contract price can be easily determined and desired purchase and sale prices of a buyer and seller with respect to an identical product are presented at the same time and negotiation
5 between the buyers and sellers is possible for an indefinite period, to thereby enable both the buyers and the sellers to perform a transaction on a satisfactory condition.

Further, in the case that no products are listed
10 for sale and purchase in the product list, users can register new products directly to enable a transaction to be performed.

Brief Description of the Drawings

15 The above objects and other advantages of the present invention will become more apparent by describing the preferred embodiment thereof in more detail with reference to the accompanying drawings in which:

20 FIG. 1 is a block diagram schematically showing an ready listed electronic commerce system (RLECS) according to the present invention;

FIG. 2 is a block diagram showing a single seller and a single buyer in FIG. 1;

25 FIG. 3 is a block diagram showing the detailed structure of the RLECS server;

FIG. 4 is a diagram for explaining reconstruction of a sale and purchase intermediation procedure

according to a sale registration and a purchase registration in the RLECS of FIG. 1 according to the present invention;

FIG. 5 is a flow chart view showing an electronic commerce method according to a first embodiment of the present invention;

FIG. 6 shows an initial screen on a home page of the RLECS server;

FIG. 7a shows a method of registering and requesting a sale with respect to a particular product desired to be sold by a seller;

FIG. 7b shows a sale registration situation in the case that the number of sale registrations is clicked in FIG. 7a;

FIG. 7c shows registration items of the seller in FIG. 7b;

FIG. 7d shows a screen that the registered items of the sellers in FIG. 7c can be confirmed;

FIG. 7e shows an initial screen that is updated after a sale registration request has been done;

FIG. 8a shows a purchase request method with respect to a particular product desired to be purchased by a buyer;

FIG. 8b shows a sale registration situation in the case that the number of sale registrations is clicked in FIG. 8a;

FIG. 8c shows a screen in which a purchase request procedure for a buyer is guided in the case

that one of the sale registrations is selected in FIG. 8b;

FIG. 9 shows a screen in which a product delivery request is done to the seller from the RLECS server;

5 FIG. 10a shows a method for registering and requesting for a purchase with respect to a particular product desired to be purchased by a buyer;

FIG. 10b shows a purchase registration situation
10 in the case that the number of purchase registrations is clicked in FIG. 10a;

FIG. 10c shows registration items of the buyer in FIG. 10b;

FIG. 10d shows a screen that the registered items
15 of the buyers in FIG. 10c can be confirmed;

FIG. 10e shows an initial screen that is updated after a purchase registration request has been done;

FIG. 11a shows a sale request method with respect to a particular product desired to be sold by a
20 seller;

FIG. 11b shows a purchase registration situation in the case that the number of purchase registrations is clicked in FIG. 11a;

FIG. 11c shows a screen in which a sale request
25 procedure for a seller is guided in the case that one of the purchase registrations is selected in FIG. 11b;

FIG. 11d shows a screen in which a product bill

remittance request is done to the buyer from the RLECS server;

FIG. 12 shows a screen in which a product delivery request is done to the seller from the RLECS
5 server;

FIG. 13a shows an initial screen in a home page of a RLECS server representing a just previous contract price, a purchase highest price and a sale lowest price in a product list according to a second
10 embodiment of the present invention;

FIG. 13b through 13f show a procedure concerning a new product registration in FIG. 13a; and

FIG. 14 shows a screen for explaining a price negotiation electronic commerce method in which a
15 buyer and a seller can conveniently correct a purchase registration item and a sale registration item with respect to a particular product according to the second embodiment of the present invention.

20 Best Mode for Carrying Out the Invention

Preferred embodiments of the present invention will be described in more detail with reference to the accompanying drawings.

FIG. 1 is a block diagram schematically showing
25 an ready listed electronic commerce system (RLECS) according to the present invention. FIG. 2 is a block diagram showing a single seller and a single buyer in FIG. 1. FIG. 3 is a block diagram showing the

detailed structure of the RLECS server.

Referring to FIGs. 1 through 3, the RLECS according to the present invention includes a number of databases 11-18, a RLECS server or central
5 controller 1 playing a role of controlling the whole system, a number of sellers' terminals 20 which can be accessed on the Internet by cable or wireless, and a number of buyers' terminals 30.

Connection between the RLECS server 1 and the
10 terminals 20 and 30 is accomplished with a wired method of an Internet access via a modem and a PSTN, a dedicated cable, or an ISDN, or a wireless Internet access via a cellular, PCS, microwave or a satellite communications network. Any kinds of terminals that
15 can be accessed to the Internet by use of one of the above methods can be used as each terminal 20 or 30.

Preferably, any kinds of PCs each which include a personal computer (PC) including a microprocessor of Pentium class or higher, a hard disc drive, a
20 communications modem and an Internet web browser 25 for supporting an Internet access mounted in the PC can be used as each terminal 20 or 30.

Further, if it is an Internet accessible terminal, a workstation, a general portable communications
25 terminal such as PCS and PHS, a portable information terminal such as PDA, a set-top-box, a digital television and a web phone, can be used as each terminal, in addition to the PC.

Also, the RLECS server 1 includes a web server (IIS) 3 connected to a bank 40 via a wired network, for playing a role of downloading RLECS home page data into a number of terminals 20 and 30 so that an
5 access to the RLECS home page 5 can be supported when a number of seller terminals 20 and a number of buyer terminals 30 gain access to the RLECS server 1 using a web browser 25, and controlling the whole system in relation to the electronic commerce of the present
10 invention and controlling a data management unit 8, to thereby manage the RLECS home page, and the data management unit 8 connected to the web server 3, for storing and managing various data provided to the RLECS home page.

15 The data management unit 8 includes a data storage unit 10 including relational databases (RDB) 11-18 storing various product lists and registration forms necessary for running the RLECS home page, and a SQL (structured query language) server 9 for
20 controlling the data storage unit 10 so that data stored in the data storage unit 10 can be read and stored via an ODBC (open database connectivity) 7 from the web server 3, when each buyer and seller requests for a new registration and registration
25 items via the RLECS home page.

The data storage unit 10 includes a product list database 11, a buyer database 12, a seller database 13, a buyer transmission mail database 14, a seller

transmission mail database 15, a buyer receipt mail database 16, a seller receipt mail database 17 and a receipt and withdrawal money database 18. The product list database 11 stores a list of products that are
5 classified into various sale and purchase classes, a market price of a corresponding product, or a just previous contract price. The buyer database 12 stores buyer information that is input by buyers after the buyers have perused purchase registrants and a sale
10 situation. The seller database 13 stores seller information that is input by sellers after the sellers have perused the sale registrants and a purchase situation. The buyer transmission mail database 14 stores only particulars such as a mail
15 address, product name, receiving address, delivery date, and remittance amount which are varied in every notification so that the stored data is read in every transmission, in which a predetermined form of contents to be notified to the buyer is made up in
20 advance. The seller transmission mail database 15 stores only particulars such as a mail address, product name, receiving address, delivery date, and remittance amount which are varied in every notification so that the stored data is read in every
25 transmission, in which a predetermined form of contents to be notified to the seller is made up in advance. The buyer receipt mail database 16 stores and classifies mails received from buyers into

products and buyer names. The seller receipt mail database 17 stores and classifies mails received from sellers into products and buyer names. The receipt and withdrawal money database 18 storing a receipt
5 money situation from the buyers and a withdrawal money situation to the sellers.

The general operation of the RLECS according to the present invention having the above structure will be described. Like a general electronic commerce
10 system, a buyer and a seller can access to the RLECS server 1 via the Internet, by use of an Internet web browser 25 embedded in the terminals 20 and 30.

In this case, the web server 3 of the present invention reads the product list stored in the data
15 storage unit 10, via the ODBC 7, and then downloads its own home page data to each terminal 20 or 30, to thereby enable the buyer and seller to peruse the downloaded data.

Thus, the buyer and the seller connect the
20 terminals 20 and 30 to the RLECS home page via the web server 3 of the RLECS server 1, and perform a purchase/sale registration, a search of sale registration items for purchase selection, a purchase request, a search of purchase registration items for
25 sale selection, a sale request, a correction of the registration items and a registration of new products on a cyber space according to the electronic commerce of the present invention, which will be described

later on.

Referring to FIG. 5, the electronic commerce method according to a first embodiment of the present invention will be described below.

5 A number of buyers and sellers use their own terminals 20 and 30 to gain access to the RLECS server 1 simultaneously and on a multi-occurring manner, and download the home page 5 of the RLECS server 1 and peruse the product list 60 (S1).

10 On the home page is provided the product list 60 including five columns representing a serial number (No.) or an identification code 61 with respect to a corresponding product, a product name 62, a market price 63 of a corresponding product, the number of
15 purchase registrants 64, and the number of sale registrants 65.

 In the case that a product to be traded includes a number of classes, a serial number is determined as a large group such as a product kind such as food,
20 stationery, clothe, electronic products, travel products, materials and used products, so that the sellers and buyers can easily find their desired products, in which the identification code 61 is assigned to the product belonging to the
25 corresponding large group, or a product to be found by a user is searched automatically by a key word search.

 Also, preferably, the product name 62 is

indicated in correspondence to a manufacturer, product name, model name and/or specification of a product, such as LG TV, CT-2510, Namyang Baby Love Milk Powder 1Kg, so that a product to be traded is
5 specified.

The market price 63 is up-to-date information of a reliable search authority together with a corresponding product name, so that a buyer and a seller can refer to it when they request for a
10 commercial trade.

Updating the number of the purchase registrants with respect to a particular product indicates the purchase registration number 64. It is possible to peruse a purchase condition of a registered buyer and
15 a purchase registration by clicking a corresponding registration number 64a, for example, 0-N,

Updating the number of the sale registrants with respect to a particular product indicates the sale registration number 65. It is possible to peruse a
20 sale condition of a registered seller and a sale registration by clicking a corresponding registration number 65a.

Also, a guide sentence 66 for guiding a method of requesting for a registration to a seller or buyer
25 and a method of perusing a purchase/sale registration situation is indicated on the lower portion of the list of products or the guiding box.

In the case that a buyer is satisfied with a

purchase condition of a corresponding product after perusing a sale condition of the product list 60, the buyer fills up a purchase request 80 as shown in FIG. 8c provided from the home page to express a
5 purchase intention, and remits a product bill into a bank account of the RLECS manager according to the purchase condition or pays it with an electronic card (S2, S4).

The purchase request 80 is filled up with a buyer
10 name 81, a buyer address 82, a telephone number 83, an e-mail address 84, a delivery address 85, a delivery arrival desired date 86, a purchase quantity 87, a payment method 88, and others 89. If a purchase request button 90 is clicked, a purchase request is
15 automatically completed. The items filled up in the purchase request 80 are stored in a corresponding database of the data storage unit 10.

The RLECS server 1 sends a product transmission request 91 in which the buyer information and
20 purchase quantity are filled up as shown in FIG. 9 to the seller via an e-mail or other communications means, if it is confirmed that the purchase request is entered and the product bill is remitted from the buyer (S5).

25 The seller delivers the buyer with a corresponding product in the case that a product delivery is requested from the system manager via the RLECS server 1 (S6).

Thereafter, the system manager considers that the purchase is satisfied in the case that a product refund request does not enter until a notice that a product has been received by the buyer is received
5 via an e-mail or a set period passes after a product delivery has been done, and deducts a predetermined intermediation commission from the product bill and then pays the remaining product bill to the seller (S7).

10 Meanwhile, in the case that a buyer is not satisfied with a purchase condition of a product to be purchased after perusing the sale condition of the product list 60, if the buyer enters a buyer name 101, a first buyer address 102 (for example, a rough
15 address of a delivery place), a second buyer address 103 (for example, a detailed address of the delivery place), an e-mail address 104, a telephone number 105, a purchase quantity 106, a delivery condition 107 and a payment condition 108, in a purchase registration
20 request 100 as shown in FIG. 10c provided from the home page, and clicks a completion button 109, a purchase registration request is completed to register his or her purchase condition (S2 and S3).

On the other hand, in the case that a number of
25 purchase registrations have been accomplished, if a sale condition of the product is satisfied in the result of clicking the purchase registrations 64a of the product list 60, the seller fills up a sale

request 120 as shown in FIG. 11c and sends the same to thereby express a sale intention (S8 and S9).

The sale request 120 includes a seller name 121, a seller address 122, a business registration number 123, an e-mail address 124, a person-in-charge name 125, a telephone number 126, a sale bill receipt bank 127, and a bank account 128. If the seller clicks a completion button 129 to thereby achieve a sale request automatically.

10 In the case that the sale request 120 has been received, the RLECS server 1 automatically transmits a product bill debit note 130 as shown in FIG. 11d to the buyer via a communications unit such as an e-mail, and notifies the buyer of appearance of the seller and simultaneously requests for remittance of the product bill (S10).

When the buyer having received the product bill remittance request pays the product bill according to a designated payment condition and the payment is confirmed by the RLECS server 1 (S4), a product transmission request 140 having the buyer information and purchase quantity as shown in FIG. 12 is transmitted to the seller via an e-mail or other communications unit (S5).

25 In the case that the system manager via the RLECS server 1 has requested the seller for delivery of the product, a corresponding product is delivered (S6).

Thereafter, the system manager considers that the

purchase is satisfied in the case that a product refund request does not enter from the buyer until a notice that a product has been received by the buyer is received via an e-mail or a set period passes
5 after a product delivery has been done, and deducts a predetermined intermediation commission from the product bill and then pays the remaining product bill to the seller (S7).

Meanwhile, in the case that the seller is not
10 satisfied with a sale condition of a product to be sold, the seller fills up a sale registration request 70 as shown in FIG. 7c and clicks a completion button 70a, to thereby enter a sale registration automatically (S11).

15 If the seller enters a seller name 71, a seller address 72, a business registration number 73, an e-mail address 74, a person-in-charge name 75, a telephone number 76, a possible sale quantity 77, a sale bill receipt bank 78, a bank account 78a, a
20 delivery condition 79 and a payment condition 79a, in a sale registration request 70, and clicks a completion button 70a, a sale registration is completed automatically.

As described above, the electronic commerce
25 according to the present invention can be realized as two kinds of electronic commerce as shown in FIG. 1, and two kinds of standby states exist. These are classified into trade patterns, which will be simply

described below.

Case I: Sale registration brings about a contract.

A trade procedure which can be made in the case that a seller A enters a sale registration between
5 the seller A and a buyer A' will be described as an example.

First, in the case that a seller A accesses the RLECS server 1 via the Internet connection unit 25a in a terminal 20 and applies a sale registration
10 according to the guidance of the home page (S11), the buyer A' accesses the home page of the server 1 in the same manner as that of the seller via a terminal 30 and peruses a sale registration item (S1), and then completes a purchase request and remittance of
15 the product bill (S4), a product delivery request 91 is sent from the RLECS server 1 to the terminal of the seller A (S5).

As a result, if the product is delivered from the seller A to the buyer A' (S6), the RLECS server 1
20 deducts an intermediation commission from the product bill automatically after a set period has passed and remits the remaining product bill to the bank account of the seller A (S7).

Case II: Sale and purchase registrations are made
25 but a contract is in a standby state.

In the present invention, in the case that there are no registration items satisfying his or her sale or purchase conditions even after the seller or buyer

peruse sale or purchase registration items, the seller or buyer fills up a sale registration request 70 as shown in FIG. 7c or a purchase registration request 100 as shown in FIG. 10c and enters a
5 registration.

Such an entering of the registration enables a potential buyers or sellers to peruse the registrations, to thereby widen trade selection.

Further, unlike the reverse auction and auction,
10 a bidding is possible with sellers even in the case that there are no buyers with respect to the products listed in the product list.

Case III: Purchase registration brings about a contract.

15 In this case, a trade procedure that can be made in the case that a seller C' enters a sale registration between the seller C and a buyer C' will be described as an example.

First, in the case that the buyer C' accesses the
20 RLECS server 1 via the Internet connection unit 25a in the terminal 30 and applies a purchase registration (S3), the seller C' accesses the home page of the server 1 in the same manner as that of the buyer via the terminal 20 and peruses a purchase
25 registration item, and then completes a sale request (S9). A seller appearance is notified from the RLECS server 1 to the terminal 20 of the buyer C' via an e-mail (S10).

Thereafter, if the product bill is remitted from the buyer C' (S4), a product delivery request 140 is sent from the RLECS server 1 to the seller C (S5). If the product is delivered from the seller C to the buyer C' (S6), the RLECS server 1 deducts an intermediation commission from the product bill automatically after a set period has passed and remits the remaining product bill to the bank account of the seller C (S7).

10 The trade commerce of FIG. 1 is again rearranged as shown in FIG. 4, of which the description will be omitted.

As described above, since the RLEC manager loads a list of a number of products on a home page, to thereby enable users to enter a purchase registration and a sale registration according to their purposes, in the present invention, both a buyer and a seller need not prepare his or her own cyber shopping mall.

Also, since purchase or sale products to be sold or purchased are always inserted, and a trade condition at the time of registration such as a market condition can be easily referred to, determination of a contract price can be made quickly. Both a buyer and a seller can present a desired purchase price and a desired sale price with respect to an identical product at the same time. Accordingly, a transaction can be made on a satisfactory condition to both a buyer and a seller. That is, it is possible

to form a number of seller shops with respect to an identical product.

Further, even in the case that there are no buyers with respect to the products listed in the product list, a bid can be made with the sellers. The buyer performs his or her desired trade by passing through a registration for presenting a purchase condition by the buyer or without having the above registration procedure. As a result, the product having his or her satisfactory condition can be purchased with ease use, to thereby satisfying both the buyer and the seller.

In the present invention, a seller who is firstly consistent with a presented purchase condition without having a bidding procedure, with respect to an open purchase condition presented by the buyer with respect to a particular product, can sell his or her product for the buyer. Also, a sale condition of a single or multiple seller shops that desire to sell a particular product is determined and opened. Only a transaction is established between the seller whose sale condition is consistent with a corresponding sale condition without having a bidding procedure between the buyers and the buyer.

In the case that a purchase registration or a sale registration is performed, an indefinite period of time is given. The registered sale condition or purchase condition in the registration can be always

corrected until a contract has been accomplished, to thereby enable a transaction to be performed on his or her satisfactory condition and prevent an unsatisfactory trade in advance.

5 Also, a transaction can be accomplished without any delay in the case that a transaction condition of a product satisfies a buyer and a seller after they have made their purchase registration and sale registration respectively. Accordingly, a transaction
10 can be made very quickly and a purchase registration and a sale registration can be made simultaneously and on a multi-occurring manner.

Referring to FIGs. 6 through 12, a specific embodiment of the electronic commerce according to
15 the present invention will be described in more detail.

FIG. 6 shows an initial screen on a home page of the RLECS server. FIG. 7a shows a method of registering and requesting a sale with respect to a
20 particular product desired to be sold by a seller. FIG. 7b shows a sale registration situation in the case that the number of sale registrations is clicked in FIG. 7a. FIG. 7c shows registration items of the seller in FIG. 7b. FIG. 7d shows a screen that the
25 registered items of the sellers in FIG. 7c can be confirmed. FIG. 7e shows an initial screen that is updated after a sale registration request has been done. FIG. 8a shows a purchase request method with

respect to a particular product desired to be purchased by a buyer. FIG. 8b shows a sale registration situation in the case that the number of sale registrations is clicked in FIG. 8a. FIG. 8c
5 shows a screen in which a purchase request procedure for a buyer is guided in the case that one of the sale registrations is selected in FIG. 8b. FIG. 9 shows a screen in which a product delivery request is done to the seller from the RLECS server.

10 First, if a seller and/or buyer gains access to the RLECS server 1 via the Internet connection unit 25a in the terminals 20 and 30, the home page in the RLECS server 1 in which the product list 60 is shown as shown in FIG. 6 is transmitted to the terminals 20
15 and 30.

The product list 60 includes five columns representing a serial number (No.) or an identification code 61 with respect to a corresponding product, a product name 62, a market
20 price 63 of a corresponding product, the number of purchase registrants 64, and the number of sale registrants 65. The seller or the buyer can peruse a new registration request or purchase/sale registration situation according to the guiding text
25 66.

First, in the case that a seller A intends to enter a sale registration in a third product having a number 3 which is the Baby Love milk powder of 1Kg in

Namyang Co., Ltd, the seller A clicks the number of the sale registration 65a which is currently indicated '0' in the number 3 product as shown in FIG. 7a.

5 If the number of the sale registration 65a has been clicked, a currently registered sale registration situation 152 is guided as shown in FIG. 7b. The sale registration situation 152 includes a sale price 152a of a product, an inventory quantity
10 77, a delivery condition 79, a payment condition 79a and other items.

FIG. 7b shows that there are no registrants. In the case that a sale registration request is desired, a method of requesting for sale registration is
15 guided. In the case that a sale registration request button 67 is clicked according to the guidance, a sale registration request 70 shown in FIG. 7c is provided.

Of course, in the case that the already-
20 registered items are corrected even in the above case, the sale price 152a of the sale registration situation 152, the inventory quantity 77, the delivery condition 79, the payment condition 79a and the other items can be corrected by clicking a
25 correction button 68 if a contract has not been yet done.

The sale registration request 70 includes a seller shop name 71, a seller address 72, a business

registration number 73, an e-mail address 74, a person-in-charge name 75, a telephone number 76, a sale expectation (inventory) quantity 77, a sale amount receipt bank 78, a bank account 78a, a delivery condition 79a and a sale price 152a. If these items are filled up and a completion button 70a is clicked, a sale registration is automatically done, with a result that the entered items are classified and stored into a corresponding database of the data storage unit 10.

In the case that a sale registration request is completed, a sale registration situation 152 of a corresponding product is indicated as shown in FIG. 7c, to thereby enable a user to confirm whether the registered sale registration items have been registered as an intention of the seller. Then, if the seller clicks a previous page icon 69, the product list 60 in which the number of the sale registrants 65a of the number 3 is updated from '0' to '1' as shown in FIG. 7e can be seen. In this manner, a sale registration is accomplished.

Thereafter, if a buyer A' intends to purchase a product of the number 3, and clicks '2' of the number of sale registration 65a as shown in FIG. 8a, the sale registration situation of the number 3 product is indicated as shown in FIG. 8b. The buyer A' can select a satisfactory trade condition between two units of the sale registration items. In the case

that a condition of number 2 has been selected, if a sale price of '13,100won' of the number 2 is clicked, the purchase request 80 as shown in FIG. 8c is provided.

5 The purchase request 80 includes a buyer name 81, a buyer address 82, a telephone number 83, an e-mail address 84, a delivery address 85, a delivery receipt date 86, a purchase quantity 87, a payment method 88, and others 89. If these items are filled up and a
10 purchase desired button 90 is clicked, a purchase registration is automatically done, with a result that the entered items in the purchase request are stored in a corresponding database of the data storage unit 10 in the RLECS server 1.

15 If a buyer fills up the purchase request 80 to indicate a purchase intention and remits a product bill into a designated bank account of the RLECS manager according to the product bill or pays it with an electronic card, the RLECS server 1 requests for a
20 product delivery request 91 to the seller in which the buyer information, the purchase product, the purchase quantity, the delivery receipt date, and so on as shown in FIG. 9, by use of an e-mail or other communications unit, if the RLECS server 1 has
25 confirmed that a purchase request of the buyer has been done and the product bill has been remitted.

In the case that the seller is requested for a product delivery from the system manager via the

RLECS server 1, the seller delivers the corresponding product to the buyer.

Thereafter, the system manager considers that the purchase is satisfied in the case that a product
5 refund request does not enter from the buyer until a notice that a product has been received by the buyer is received via an e-mail or a set period passes after a product delivery has been done, and deducts a predetermined intermediation commission from the
10 product bill and then pays the remaining product bill to the seller. As a result, a commercial transaction is completed.

Meanwhile, in the case that a buyer C' performs a purchase registration in order to purchase a product
15 of number 1, for example, TV CT-2510 of LG, the number of purchase registration 64a of the number 1 in the product list 60 is clicked as shown in FIG. 10a.

In this case, a current purchase registration
20 situation 151 appears as shown in FIG. 10b. If a purchase registration request button 92 is clicked, a purchase registration request 100 as shown in FIG. 10c is provided to the terminal 30 of the buyer C'.

In the purchase registration situation 151 are
25 indicated a rough address of the buyer 102, the purchase price 151a, the purchase quantity 106, the delivery condition 107 and the payment condition 108.

The purchase registration request 100 includes a

buyer name 101, a first buyer address 102 (for example, a rough address of a delivery place), a second buyer address 103 (for example, a detailed address of the delivery place), an e-mail address 104,
5 a telephone number 105, a purchase quantity 106, a delivery condition 107, a payment condition 108, and a purchase price 151a. If corresponding items have been entered and the completion button 109 has been clicked, a purchase registration request is completed
10 with a result that his or her purchase condition has been registered.

In this case, the user can confirm whether the registered purchase registration items are consistent with the requested items as shown in FIG. 10d. Then,
15 if the buyer clicks a previous page icon 69, the number of the purchase registrants 64a of the number 1 is altered from '0' to '1'.

Then, a selling procedure of a seller C is explained at the state where a purchase registration
20 has been accomplished by the buyer C'. If the number of the purchase registration 64a of the number 1 product, for example, '2' is clicked as shown in FIG. 11a, two units of the detailed purchase registration situation is indicated as shown in FIG. 11b.

25 Here, if a seller C selects a sale condition of the number 2 and clicks a purchase price of '275,000won', a sale request 120 as shown in FIG. 11c is provided.

The sale request 120 includes a seller shop name 121, a seller address 122, a business registration number 123, an e-mail address 124, a person-in-charge name 125, a telephone number 126, a
5 sale amount receipt bank 127, and a bank account 128. If these items are filled up and a completion button 129 is clicked, a sale request is automatically done.

In the case that the sale request 120 has been received, the RLECS server 1 automatically transmits
10 a product bill debit note 130 as shown in FIG. 11d to the buyer via a communications unit such as an e-mail, and notifies the buyer of appearance of the seller and simultaneously requests for remittance of the product bill.

15 In this case, a guiding text is added in the product bill debit note 130 that a product bill will be paid to the seller, since the product received is regarded as a satisfactory product unless there is any complaint until one week from the product arrival
20 date. It is preferable that a problem of awaiting a product receipt notification from a buyer C' endlessly is prevented, with a result that a quick trade can be accomplished.

Thereafter, when the buyer having received the
25 product bill remittance request pays the product bill according to a designated payment condition and the payment is confirmed by the RLECS server 1, a product transmission request 140 having the buyer information,

purchase quantity, price, delivery condition and payment condition as shown in FIG. 12 is transmitted to the seller via an e-mail or other communications unit.

5 In the case that the system manager via the RLECS server 1 has requested the seller for delivery of the product, a corresponding product is delivered to the buyer.

 Then, the system manager considers that the
10 purchase is satisfied in the case that a product refund request does not enter from the buyer until a notice that a product has been received by the buyer is received via an e-mail or a set period passes after a product delivery has been done, and deducts a
15 predetermined intermediation commission from the product bill and then pays the remaining product bill to the seller.

 Since the items marked with "*" in FIGs. 7c, 10c and 11c, for example, an e-mail address, telephone
20 number, detailed address, name, and company name are not open in the registration situation on the home page, a direct deal between the seller and the buyer can be prevented.

 Accordingly, although a seller wishes to sell
25 inventory products with a reduced margin in a conventional circulation market, it is almost impossible to discount the product less than an open market price independently, because of the main

manufacturer's price control or the complaint of the shops of the same kind. However, in the present invention, a non-open commercial deal can be accomplished between a buyer and a seller, to solve
5 the above conventional problem. Accordingly, the seller can sell products at an exceptional price at his or her own decision. Thus, the buyer can purchase products more advantageously than an available trade condition at the purchase point in time, that is, a
10 market price.

Also, in the first embodiment, available trade information such as an average price, the lowest/highest price, payment condition, and delivery condition can be referred to as a market price of
15 product. Accordingly, both a buyer and a seller refer to the available trade information in dealing a corresponding product, to thereby heighten a mutual reliability in a trade contract.

A second embodiment of the present invention
20 providing a home page having a product list in which a just previous contract price, a purchase highest price and a sale lowest price are included, will be described with reference to FIG. 13a.

A product list 60a according to the second
25 embodiment differs from the product list 60 according to the first embodiment. The product list 60a indicates a purchase highest price and sale lowest price which are most critical factors for trade

success, and a just previous contract price of each product (including a date and a time if necessary), to thereby provide information so as to enable the seller and buyer to decide a trade
5 contract swiftly.

That is, the product list 60a includes seven columns for indicating a serial number (No.), or an identification code 61 with respect to a corresponding product, a product name 62, a just
10 previous contract price 63a of a corresponding product, or a market price 63, a purchase highest price 64b, the number of purchase registrants 64, a sale lowest price 65b and the number of sale registrants 65. The sellers or buyers can peruse new
15 registration request or purchase/sale registration situation according to the guiding text 66a.

The just previous contract price 63a of a product that is added in the product list 63a of the second embodiment represents a price in which a deal has
20 been accomplished just before. The purchase highest price 64b represents the highest purchase price among the purchase registration prices of a number of buyers with respect to an identical product. The sale lowest price 65b represents the lowest sale price
25 among the sale registration prices of a number of sellers with respect to an identical product. Among them, the RLECS server 1, at the same time when a contract is accomplished, automatically updates the

just previous contract price 63a. The purchase highest price 64b is automatically updated by searching the highest purchase price among the purchase registration prices in the server 1. The
5 sale lowest price 65b is automatically updated by searching the lowest sale price among the sale registration prices.

The just previous contract price 63a in the corresponding column is indicated as an available
10 price investigated by the RELECS manager, that is, a market price, in the case that there is no contract performance, in which parentheses are used.

As described above, in the just previous contract price 63a of a corresponding product, or the market
15 price 63, the purchase highest price 64b, and the sale lowest price 65b are indicated in the product list 60a, the buyer compares the seller condition presenting the lowest sale price (sale lowest price; 65b) which is most important factor with the just
20 previous contract price 63a in the contract stage, without searching and comparing a number of sale registered conditions, to thereby confirm whether the buyer can be satisfied with the condition.

To the contrary, the seller compares the seller
25 condition presenting the highest purchase price (purchase highest price; 64b) which is most important factor with the just previous contract price 63a in the contract stage, without searching and comparing a

number of purchase registered conditions, to thereby confirm whether the buyer can be satisfied with the condition.

Thus, the buyer and seller compares the sale
5 lowest price 65b, purchase highest price 64b and the just previous contract price 63a indicated in the product list 60a with the dealing conditions of the other sites directly, to thereby enable users to determine a purchase or sale quickly. The above
10 information plays a role of expediting a success of a deal finally and simultaneously enables a buyer to perform a purchase always at the lowest sale price, and a seller to perform a sale always at the highest purchase price.

15 Meanwhile, in the second embodiment, in the case that a buyer and a seller wish to sell or purchase a new product not listed on the product list 60a, the seller or buyer registers the new product in the product list 60a of the RLECS server 1, and performs
20 an electronic commerce in the same manner as the pre-registered product.

In the case that a new product of TV CN-34N2 of LG wishes to be registered, a new product button 62a is pressed. Then, a new product registration page 62b
25 is indicated as shown in FIG. 13a. The registration page 62b includes a product group 62c, a manufacturer 62d, a model name 62e, a product description 62f and a number of input windows with respect to a product

image 62g, a search button 62h for searching a product image file, a transfer button 62i for transmitting an input material and confirming the registered products, and a cancel button 62j.

5 Sequentially, after inputting a corresponding content with respect to a new product in an input window as shown in FIG. 13c, a search button 62h is clicked in the case that a relevant product image is attached. Then, if a corresponding product image file
10 62k is found as shown in FIG. 13d, and then clicked, the image file 62k is searched and inserted as shown in FIG. 13e.

Thereafter, if the transfer button 62i is clicked, the input product material is registered in the RLECD
15 server 1. a product of TV CN-34N2 of LG is registered in the number 6 of the product list 60a as shown in FIG. 13f.

As such, if the new product has been registered, an electronic commerce can be done in the same manner
20 as that of a pre-registered product. The system manager searches the product list 60a periodically and investigates a market price 63 of a corresponding product in the case that the new product has been registered, to thereby provide information for
25 enabling the seller and buyer to refer to the investigation result.

Meanwhile, the second embodiment of the present invention supports a dealing method in which a sale

price and a purchase price registered by a seller and a buyer, respectively are negotiated to present a corrected price, and a mutually satisfactory deal condition is found to perform a successive
5 transaction.

In the second embodiment, if a purchase registration number 64 or a sale registration number 65 of the product list 60a is clicked with respect to an identical product, for example, TV CT-2501 of LG,
10 a purchase registration situation 151 and a sale registration situation 152 are provided and displayed in a single common registration window 150 as shown in FIG. 14. In this case, a refresh button 153 for refreshing the current contents into a corrected
15 content in the case that the purchase registration situation 151 and the sale registration situation 152 have been corrected is provided in the common registration window 150.

As described above, if the purchase registration
20 situation 151 and the sale registration situation 152 are provided on a single screen, a buyer's purchase registration situation 151 is corrected and registered by clicking a correction button 68 on a single screen, without any need to investigate a deal
25 condition while shifting the purchase registration situation 151 and the sale registration situation 152 in turn which are provided separately. The refresh button 153 is periodically clicked, to thereby

conveniently see whether or not a seller's sale registration situation 152 is corrected.

For example, a first buyer at the purchase registration situation 151 selects the correction
5 button 68 and increases his or her registered purchase price 151a of 270,000won by 5,000won and correctly registers the purchase price as 275,000won. Then, the refresh button 153 is periodically clicked to see whether or not a seller's sale price 152a is
10 corrected.

Here, a first seller discounts 2,000won from his or her registered sale price 152a of 278,000won, and correctly registers the sale price. In this case, in the case that a buyer is satisfied with the corrected
15 sale price 152a of 276,000won, the corrected sale price 152a of 276,000won is clicked to perform a transaction in the same manner that of the first embodiment.

As described above, in the second embodiment, the
20 seller and buyer negotiate the registered sale price and the registered purchase price as if they trade products on a face-to-face relationship, to thereby provide a corrected price. Accordingly, a transaction can be completed on a satisfactory deal condition.

25 As described above, a price negotiation type electronic commerce between sellers and buyers according to the second embodiment of the present invention supports a new electronic commerce method

having a difference in that a transaction is performed on a mutually satisfactory deal condition, equally between sellers and buyers, in which either one of the sellers and buyers performs an electronic
5 commerce at a leading position as in a conventional shopping mall, auction and reverse-auction.

In the above embodiment description, a successful bid proceeds without any terms at the time of an auction/reverse auction bidding registration, but it
10 is possible to prepare a procedure of bidding so that a predetermined period is set and a buyer or seller who performs a bidding and registration with the lowest price or highest price when the set period has passed succeeds in the bidding.

15 Also, in the above description of the embodiments, the present invention has been described including a product name column representing product names with respect to a number of products, a purchase registration column representing a buyer registration
20 situation with respect to each product, and a sale registration column representing a seller registration situation, but an electronic commerce similar to a reverse auction that has a product name column and a sale registration column without a
25 purchase registration column, or an electronic commerce similar to an auction that has a product name column and a purchase registration column without a sale registration column, can proceed.

As described above, the RLECS manager in the present invention loads a list of a number of products, and users can perform a purchase registration or a sale registration according to his or her purpose. Accordingly, both a buyer and a seller need not prepare his or her own cyber shopping mall.

Also, an available deal condition (market price or just previous contract price), a purchase highest price, and a sale lowest price can be referred to easily. Thus, decision of a trade price and a contract can be swiftly accomplished. It is possible to correct and present a desired dealing price of the buyer and seller with respect to an identical product.

Both the buyer and the seller perform a transaction on a satisfactory condition according to a negotiated dealing price. That is, a number of sellers' shops and a price negotiation type transaction are possible with respect to an identical product.

Further, sellers can enter a bid with respect to a product inserted in a list of products, even under a buyer-absent situation, and one of buyers can buy a product having a satisfactory purchase condition with a registration procedure of presenting a purchase condition or without having such a registration procedure, to thereby convenience users' use and to satisfy both the sellers and buyers.

In the present invention, a seller who is firstly

consistent with a purchase condition presented without making a bid with respect to a purchase condition opened and presented by a buyer with respect to a particular product can sell the particular product. Also, with respect to a particular product specified differently from an auction, the sale conditions of a single or multiple seller shops who want to sell the particular product are determined and opened, and only a transaction exists between a seller and a buyer who are consistent with a corresponding sale condition, without having any bidding procedure among the buyers.

In the case that a purchase registration or a sale registration is registered, a term is not set and a pre-registered sale condition or a purchase condition can be always corrected. A transaction can be done to thereby prevent an unsatisfactory deal in advance.

Further, in the case that there are no products for purchase or sale in the product list, users register a new product directly, to thereby perform a transaction.

Also, after a buyer enters a purchase registration and a seller enters a sale registration, in the case that a dealing condition of a product is met between the buyer and seller, a transaction can be accomplished without delay, in which the transaction can proceed very quickly, and the

purchase registration and the sale registration can be accomplished simultaneously and on a multi-occurring manner.

5 Industrial Applicability

As a result, the electronic commerce system according to the present invention is a hybrid electronic commerce that differs from an Internet shopping mall, a mall-of-malls, an auction and a
10 reverse auction., in which both a buyer and a seller can make a satisfactory deal.

As described above, the present invention has been described as preferred embodiments, but it is not limited in the above embodiments. There may be
15 many modifications, corrections, and variations, by a person who has an ordinary skill in the art without departing from the spirit of the present invention.

What is claimed is:

1. An electronic commerce method comprising the steps of:

5 preparing a list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name column representing product names with respect to a number of products, a purchase registration column
10 representing a buyer registration situation with respect to each product, and a sale registration column representing a seller registration situation;

downloading the home page including the list of products when terminals of a number of buyers and
15 sellers are connected to the system server on the Internet;

bidding and registering each purchase and sale condition with respect to a particular product in the purchase registration column and the sale
20 registration column, by the number of buyers and sellers;

selecting and indicating the highest purchase price and the lowest sale price among a number of purchase conditions and sale conditions whenever a
25 new registration is performed in the purchase registration column and the sale registration column with respect to the particular product;

expressing a purchase intention in response to a

corrected sale condition of the particular product by the buyer or expressing a sale intention in response to a corrected purchase condition of the particular product by the seller;

5 remitting a product bill to a designated bank account of a system manager in sequence with the purchase intention in the case that the first priority intention expresser is a buyer, and remitting a product bill to the designated bank
10 account by a buyer selected according to a request of the system server in the case that the first priority intention expresser is a seller;

 requesting the seller to deliver the product to the buyer in reply to the remittance of the product
15 bill; and

 remitting the product bill to the seller upon completion of the delivery of the product.

2. The electronic commerce method of claim 1,
20 wherein said product list further comprises a market price column showing a market price at a current point in time with respect to each product.

3. The electronic commerce method of claim 2,
 wherein said market price is indicated as a just
25 previous contract price in the case that an example of previous contracts exists, and is automatically updated whenever a contract is accomplished.

4. The electronic commerce method of claim 1, wherein said each purchase registration column includes the number of purchase registrants and the highest price, and said each sale registration column
5 includes the number of sale registrants and the lowest price, and said electronic commerce method further comprises the step of providing a common registration window showing a purchase registration situation including at least one buyer brief
10 information and a purchase price with respect to a particular product, and a sale registration situation including at least one sale price and inventory quantity, in the case that any one of the particular purchase registrants and sale registrants is selected.
15

5. The electronic commerce method of claim 4, further comprising the steps of:
correcting the purchase and sale conditions by at least one buyer and seller, and bidding the corrected
20 result; and
refreshing display information in the common registration window by at least one of the corrected bidding registered purchase condition and sale condition,
25 wherein display of the purchase intention and the sale intention is accomplished by selecting a purchase price and a sale price of each particular product.

6. The electronic commerce method of claim 1, wherein said each purchase registration column includes the number of purchase registrants and the highest price, and said each sale registration column
5 includes the number of sale registrants and the lowest price, and said electronic commerce method further comprises the step of providing a purchase registration situation including at least one buyer brief information and a purchase price with respect
10 to a particular product in the case that the particular purchase registrants is selected, and a sale registration situation including at least one sale price and inventory quantity, in the case that the particular sale registrants is selected.

15

7. The electronic commerce method of claim 1, wherein further comprising the step of said correcting the purchase and sale conditions by at least one buyer and seller, and bidding the corrected
20 result.

8. A reverse auction electronic commerce method comprising the steps of:

preparing a list of products on a home page of an
25 electronic commerce system server connected to the Internet, the list of products having a product name column representing product names with respect to a number of products, a market price column

representing a current price of each product,
and a sale registration column representing a seller
registration situation with respect to each product;

downloading the home page including the list of
5 products when terminals of a number of buyers and
sellers are connected to the system server on the
Internet; bidding and registering a sale condition
with respect to a particular product in the sale
registration column, by the number of sellers;

10 selecting and indicating the lowest sale price
among a number of sale conditions whenever a new
registration is performed in the sale registration
column with respect to the particular product;

expressing a first priority purchase intention in
15 response to a sale condition of the particular
product by one of the bidding registered sellers and
non-bidding sellers;

remitting a product bill to a designated bank
account of a system manager in sequence with the
20 purchase intention by the first priority buyer;

requesting the seller to deliver the product to
the buyer in reply to the remittance of the product
bill; and

remitting the product bill to the seller upon
25 completion of the delivery of the product.

9. The electronic commerce method of claim 8,
further comprising the step of correcting the

purchase and sale conditions by at least one buyer and seller, and bidding the corrected result.

- 5 10. An electronic commerce method comprising the steps of:

 preparing a list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name
10 column representing product names with respect to a number of products, a purchase registration column representing a buyer registration situation with respect to each product, and a sale registration column representing a seller registration situation;

15 downloading the home page including the list of products when terminals of a number of buyers and sellers are connected to the system server on the Internet;

 bidding and registering each purchase and sale
20 condition with respect to a particular product in the purchase registration column and the sale registration column, by at least one of the number of buyers and sellers;

 selecting by a buyer a sale price of a seller
25 satisfying a purchase condition of the buyer among the sale conditions of the particular product registered in the sale registration column and expressing a purchase intention to the system server,

or selecting by a seller a purchase price of a
buyer satisfying a sale condition of the seller among
the purchase conditions of the particular product
registered in the purchase registration column and
5 expressing a sale intention to the system server;

requesting the seller to deliver the product to
the buyer at the time of remitting a product bill to
a designated bank account of a system manager in
sequence with the purchase intention in the case that
10 the first priority intention expresser is a buyer,
and remitting a product bill to the designated bank
account by a buyer selected according to the sale
intention expression in the case that the first
priority intention expresser is a seller; and

15 remitting the product bill to the seller upon
being notified of completion of the delivery of the
product from the seller to the buyer, to thereby
achieve an indefinitely periodical, simultaneous and
multi-occurring bidding purchase and bidding sale
20 with respect to a particular product.

11. The electronic commerce method of claim 10,
further comprising the step of correcting the
purchase and sale conditions by at least one buyer
25 and seller, and bidding the corrected result.

12. The electronic commerce method of claim
10, wherein said each purchase registration column

includes the number of purchase registrants and the highest price, and said each sale registration column includes the number of sale registrants and the lowest price, and said electronic commerce method
5 further comprises the step of providing a purchase registration situation including at least one buyer brief information and a purchase price with respect to a particular product in the case that the particular purchase registrants is selected, and a
10 sale registration situation including at least one sale price and inventory quantity, in the case that the particular sale registrants is selected.

13. The electronic commerce method of claim 10,
15 wherein said product list further comprises a market price column showing one of a market price, average price and the lowest price at a current point in time with respect to each product.

20 14. An electronic commerce method comprising the steps of:

preparing a list of products on a home page of an electronic commerce system server connected to the Internet, the list of products having a product name
25 column representing product names with respect to a number of products, a market price column representing one of a current price, an average price and the lowest price of each product at this point in

time, and a sale registration column representing a seller registration situation with respect to each product;

5 downloading the home page including the list of products when terminals of a number of buyers and sellers are connected to the system server on the Internet;

bidding and registering a sale condition with respect to a particular product in the sale registration column, by at least one of the number of
10 sellers;

selecting a sale price of a seller presenting the lowest price among the sale conditions of the particular product registered in the sale
15 registration column by a buyer of the number of buyers, and expressing a purchase intention to the system server;

requesting the seller to deliver the product to the buyer at the time of remitting a product bill to
20 a designated bank account of a system manager in sequence with the purchase intention by the first priority buyer; and

remitting the product bill to the seller upon being notified of completion of the delivery of the
25 product from the seller to the buyer, to thereby achieve a bidding sale with respect to the particular product for an indefinite period.

15. An electronic commerce system enabling a simultaneous and multi-occurring transaction to be performed between a number of seller and buyers, the electronic commerce system comprising:

5 a number of Internet communications accessible terminals of a number of buyers and sellers; and

a system server for storing and providing a list of products on a home page of the electronic commerce system server connected to the Internet, the list of
10 products having each product name with respect to a number of products, a purchase registration column representing a buyer registration situation including the number of registered buyers and the highest purchase price with respect to each product, and a
15 sale registration column representing a seller registration situation including the number of registered sellers and the lowest sale price, in response to the access of the terminal,

wherein the system server downloads the home page
20 including the list of products when terminals of a number of buyers and sellers are connected to the system server on the Internet;

selects and indicates the highest purchase price and the lowest sale price among a number of purchase
25 conditions and sale conditions whenever a new registration is performed in the purchase registration column and the sale registration column with respect to the particular product, at the time

of bidding and registering each purchase and sale condition with respect to a particular product in the purchase registration column and the sale registration column, by the number of buyers and
5 sellers;

remits a product bill to a designated bank account of a system manager in sequence with the purchase intention in the case that the first priority intention expresser is a buyer, and remits a
10 product bill to the designated bank account by a buyer selected according to a request of the system server in the case that the first priority intention expresser is a seller, at the time of expressing a purchase intention in response to a corrected sale
15 condition of the particular product by the buyer or expressing a sale intention in response to a corrected purchase condition of the particular product by the seller;

requests the seller to deliver the product to the
20 buyer in reply to the remittance of the product bill;
and

remits the product bill to the seller upon completion of the delivery of the product.

25 16. The electronic commerce system of claim 15, wherein said system server provides a common registration window showing a purchase registration situation including at least one buyer brief

information and a purchase price with respect to a particular product, and a sale registration situation including at least one sale price and inventory quantity, in response to selection of said purchase
5 registrants or sale registrants.

17. An electronic commerce system enabling a simultaneous and multi-occurring transaction to be performed between a number of seller and buyers, the
10 electronic commerce system comprising:

a number of Internet communications accessible terminals of a number of buyers and sellers; and

a system server for storing and providing a list of products on a home page of the electronic commerce
15 system server connected to the Internet, the list of products having each product name with respect to a number of products, a purchase registration column representing a buyer registration situation with respect to each product, and a sale registration
20 column representing a seller registration situation with respect to each product, in response to the access of the terminal,

wherein the system server provides a seller with the registered purchase registration situation in
25 response to an inquire of the seller with respect to the purchase registration column of the system server by use of the terminal of the seller, provides the seller with a sale request in the case that the

68

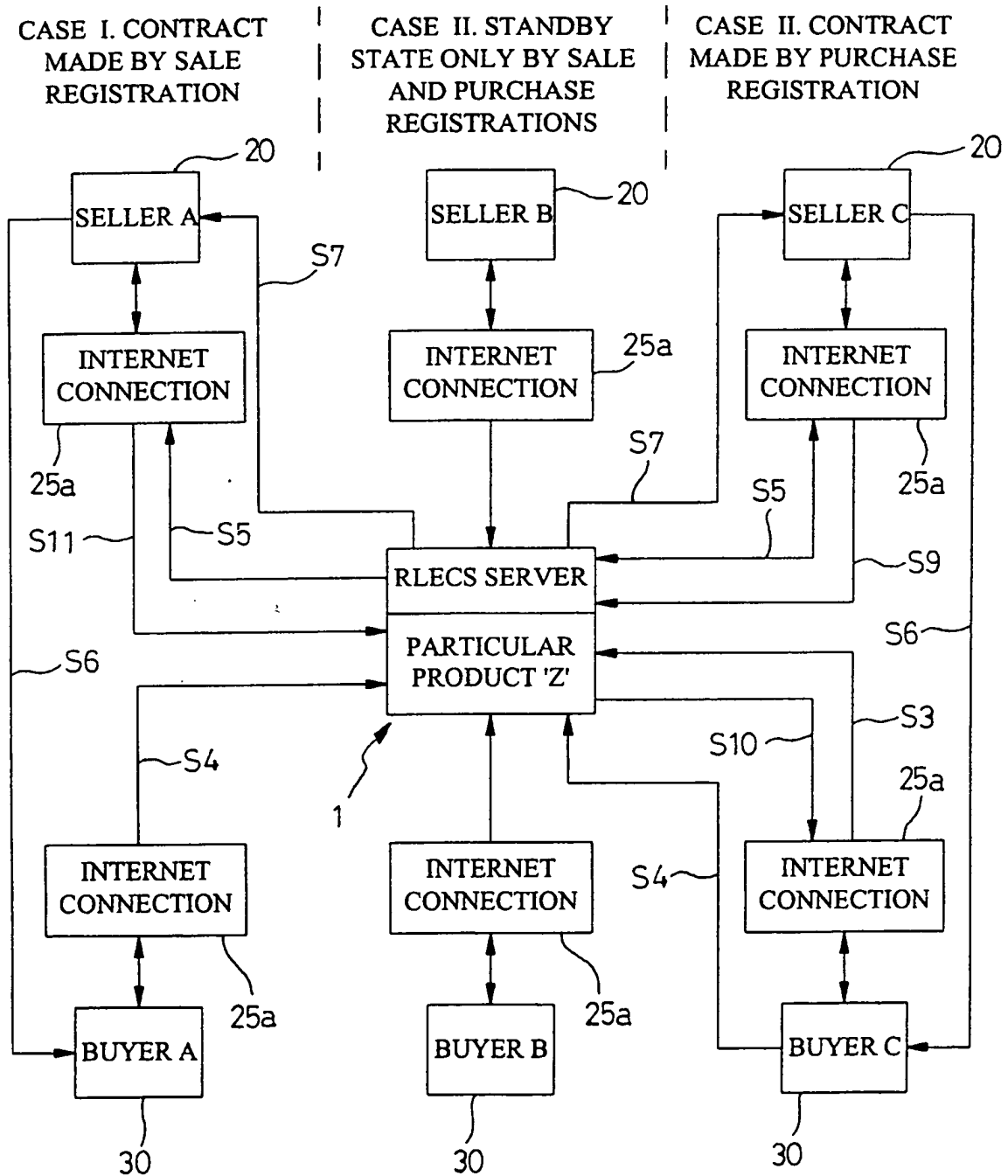
seller selects one of the purchase prices of the registered buyers, notifies the selected buyer that the seller appears in the case that the filled-up sale request has been accepted, to then request the
5 buyer to remit a product bill, requests the terminal of the seller to deliver the product to the buyer in response to the remittance of the buyer to a bank account of the system manager, and remits the product bill to the seller when the product has been
10 completely delivered from the seller to the buyer.

18. The electronic commerce system of claim 17, wherein said system server provides a purchase registration request form in response to a purchase
15 registration request by inquiring the purchase registration column.

20

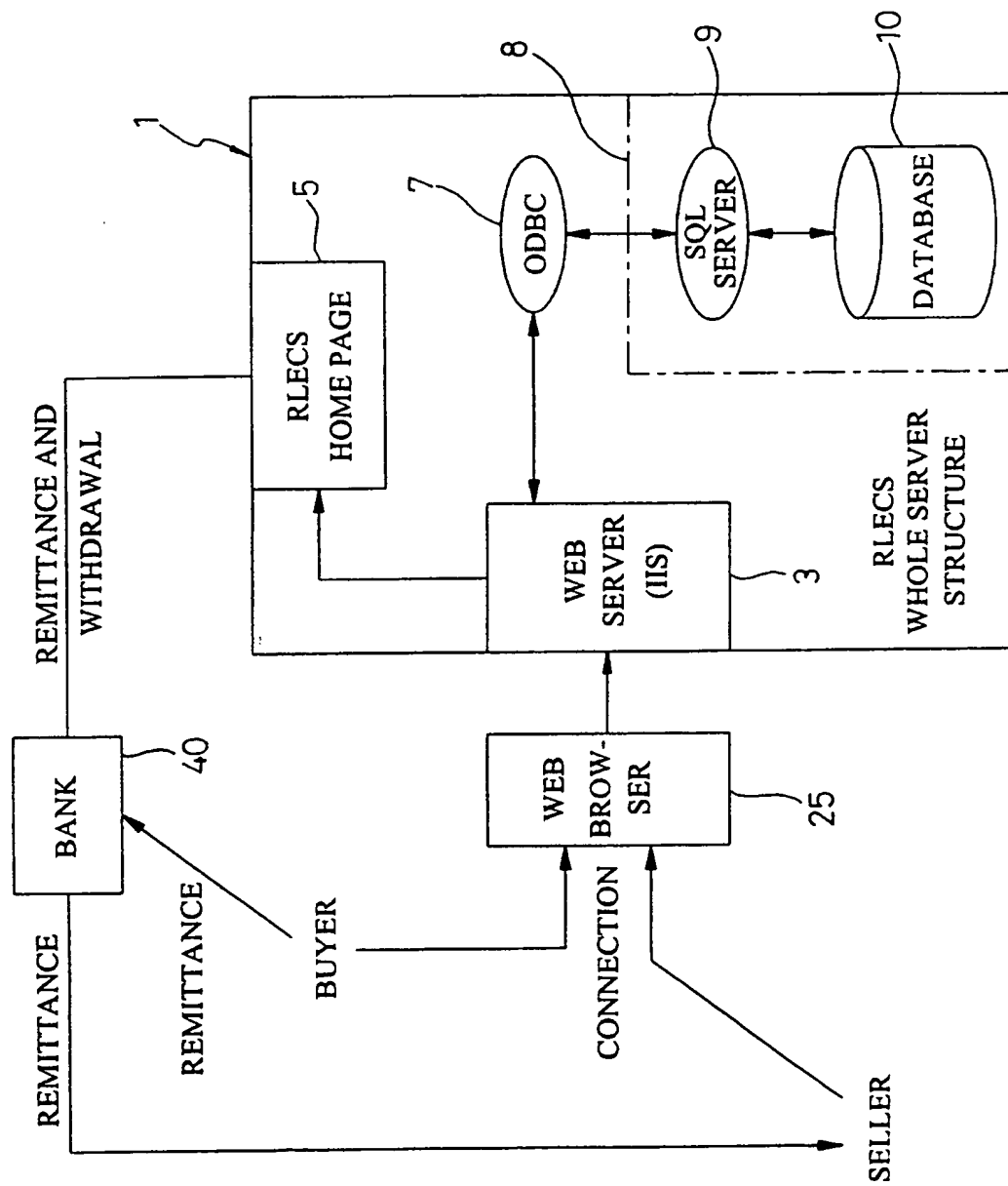
25

FIG. 1



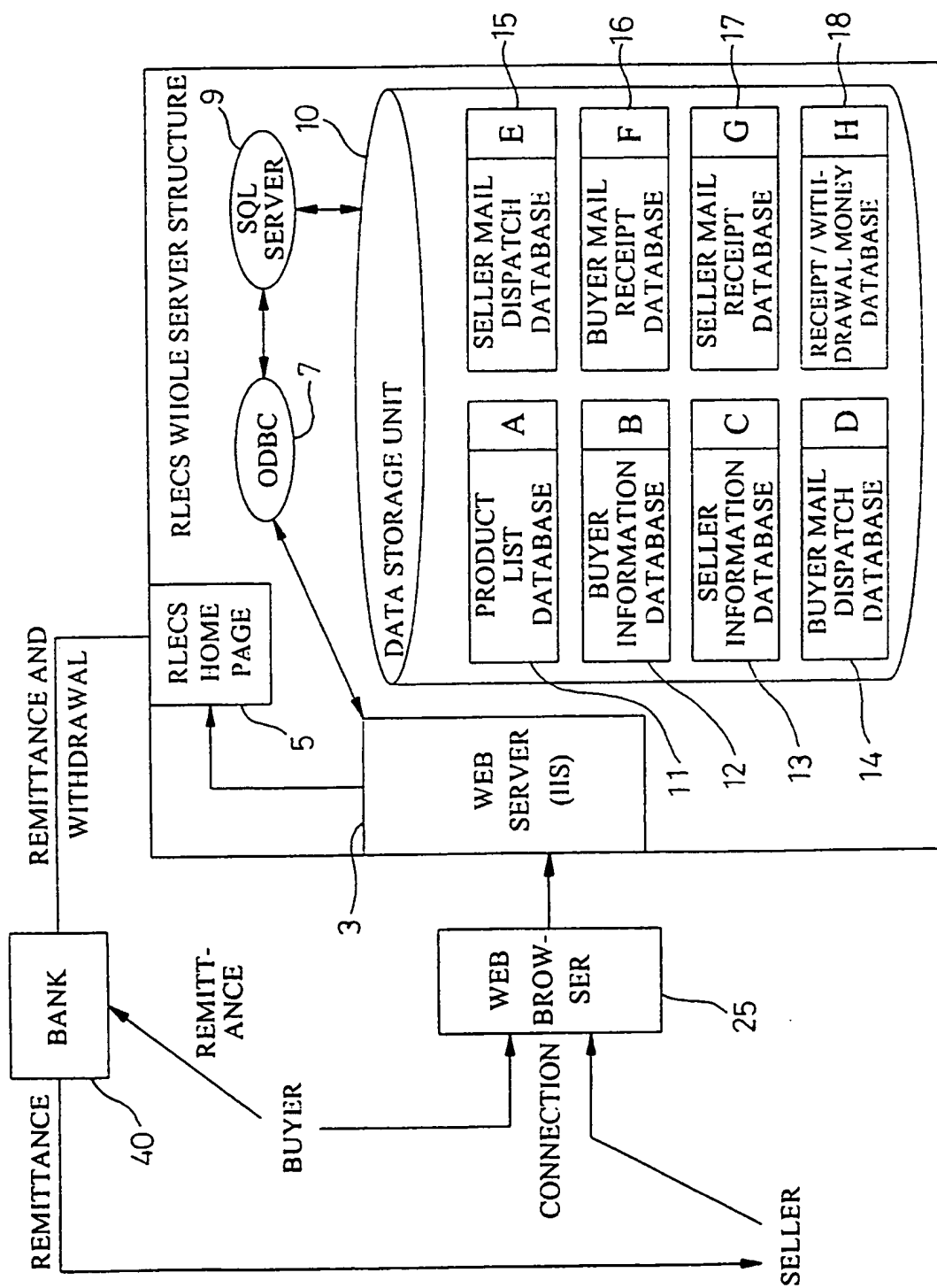
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FIG. 2



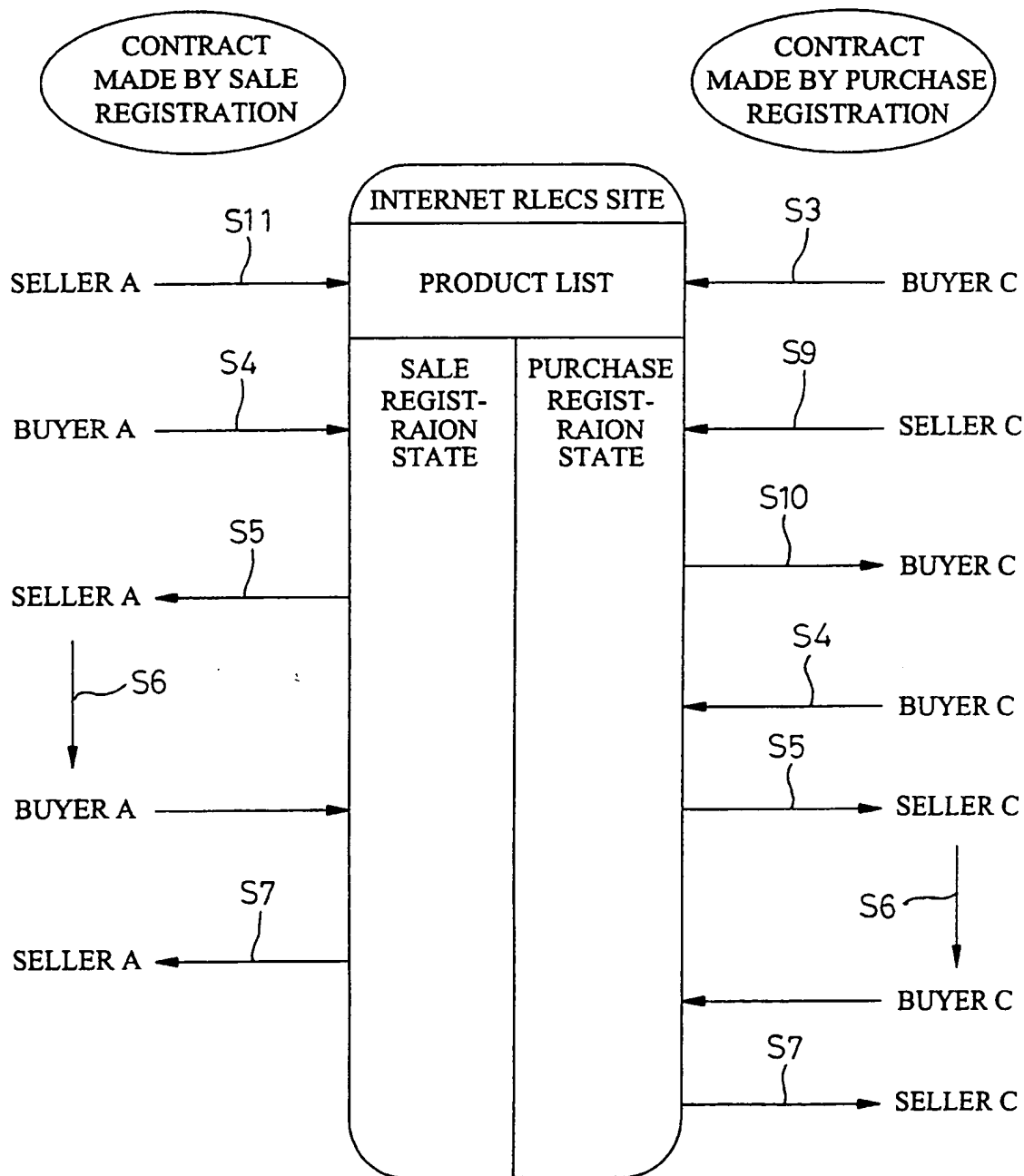
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FIG. 3



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FIG. 4



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FIG. 5

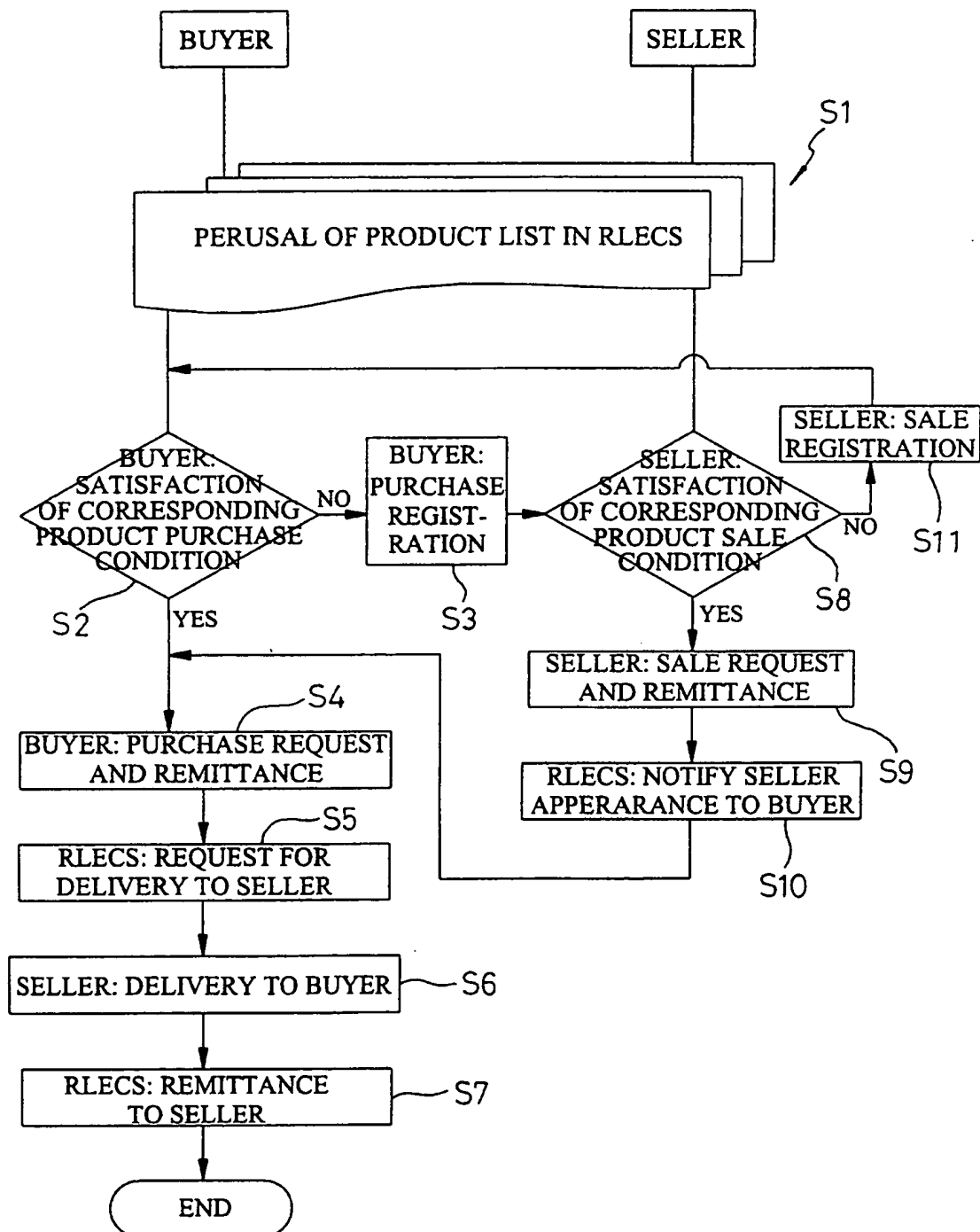


FIG. 6

61	62	60	63	64	65
NO.	PRODUCT NAME		MARKET PRICE	NUMBER OF PURCHASE REGIST- RATIONS	NUMBER OF SALE REGIST- RATIONS
1	TV CT-2510 OF LG		280,000 WON	0	0
2	WASHING MACHINE OF SAMSUNG		450,000 WON	0	0
3	BABY LOVE POWERED MILK OF NAMYANG		13,600 WON	0	0
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA		25,000 WON	0	0
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)		12,500 WON	0	0
<div data-bbox="1008 527 1333 1818"> <p data-bbox="1040 632 1162 1770">* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.</p> <p data-bbox="1187 579 1308 1770">* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.</p> </div>					

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FIG. 7a

NO.	PRODUCT NAME	60	MARKET PRICE	NUMBER OF PURCHASE REGISTRATIONS	NUMBER OF SALE REGISTRATIONS
1	TV CT-2510 OF LG		280,000 WON	0	0
2	WASHING MACHINE OF SAMSUNG		450,000 WON	0	0
3	BABY LOVE POWERED MILK OF NAM YANG		13,600 WON	0	0
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA		25,000 WON	0	0
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)		12,500 WON	0	0

* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

FIG. 7b

152

SALE REGISTRATION SITUATION OF BABY LOVE POWDERED MILK OF NAMYANG (MARKET PRICE: 13,600WON)					
NO.	SALE PRICE	INVENTORY QUANTITY	DELIVERY CONDITION	PAYMENT CONDITION	OTHERS
	152a	NO REGIST- RANTS! 77	79	79a	
<div>67</div> <div>SALE REGIST- RATION REQUEST</div> <div>CLICK AND REGISTER, SELLER WHO WANTS SALE REGISTRATION.</div> <div>CORRECT</div> <div>CLICK TO CORRECT ALREADY REGISTERED ITEMS, SELLERS.</div> <div>68</div> <div>PREVIOUS PAGE</div> <div></div>					

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FIG. 7c

70

PRODUCT : BABY LOVE POWERED		MARKET : 13,600WON	
PRICE : MILK 1KG OF NAM YANG		PRICE	
*SELLER SHOP : NAME :	71	POSSIBLE SALE : QUANTITY :	77
*ADDRESS :	72	*SALE AMOUNT : RECIPT BANK :	78
*BUSINESS REGISTRATION : NUMBER :	73	*BANK ACCOUNT : NUMBER :	78a
*E-MAIL : ADDRESS :	74	DELIVERY : CONDITION :	79
*PERSON-IN- : CHARGE :	75	PAYMENT : CONDITION :	79a
*TELEPHONE : NUMBER :	76	SALE PRICE :	152a

MARK OF * INDICATES NOT OPEN AND RLECS KEEPS THE CONTENTS.

COMPLETION
OF FILL-UP

70a

CANCEL

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FIG. 7d

152

SALE REGISTRATION SITUATION OF BABY LOVE POWDERED MILK OF NAMYANG (MARKET PRICE: 13,600WON) 79a

NO.	SALE PRICE	INVENTORY QUANTITY	DELIVERY CONDITION	PAYMENT CONDITION	OTHERS
1	13,100WON	100	FREE OF CHARGE MORE THAN 10	CASH OR CARD SAME PRICE	

152a

CLICK CORRESPONDING SALE PRICE OF DESIRED CONDITION, BUYERS.

67

SALE REGISTRATION REQUEST

CLICK AND REGISTER, SELLER WHO WANTS SALE REGISTRATION.

68

CORRECT

CLICK TO CORRECT ALREADY REGISTERED ITEMS, SELLERS.

69

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FIG. 7e

60

NO.	PRODUCT NAME	MARKET PRICE	NUMBER OF PURCHASE REGISTRATIONS	NUMBER OF SALE REGISTRATIONS
1	TV CT-2510 OF LG	280,000 WON	0	0
2	WASHING MACHINE OF SAMSUNG	450,000 WON	0	0
3	BABY LOVE POWERED MILK OF NAMMYANG	13,600 WON	0	1
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	25,000 WON	0	0
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	12,500 WON	0	0

* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

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FIG. 8a

60

NO.	PRODUCT NAME	MARKET PRICE	NUMBER OF PURCHASE REGISTRATIONS	NUMBER OF SALE REGISTRATIONS
1	TV CT-2510 OF LG	280,000 WON	0	0
2	WASHING MACHINE OF SAMSUNG	450,000 WON	0	5
3	BABY LOVE POWERED MILK OF NAMYANG	13,600 WON	0	2
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	25,000 WON	0	65a 2
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	12,500 WON	0	1

* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

FIG. 8b

152

79a

SALE REGISTRATION SITUATION OF BABY LOVE POWDERED MILK OF NAMYANG (MARKET PRICE: 13,600WON)

NO.	SALE PRICE	INVENTORY QUANTITY	DELIVERY CONDITION	PAYMENT CONDITION	OTHERS
1	13,300WON	1,520	FREE OF CHARGE MORE THAN 5	CASH OR CARD	ADD 5% IN CARD
2	13,100WON	100	FREE OF CHARGE MORE THAN 10	CASH OR CARD	SAME PRICE

152a

77

79

CLICK CORRESPONDING SALE PRICE OF DESIRED CONDITION, BUYERS.

67

SALE REGISTRATION REQUEST

CLICK AND REGISTER, SELLER WHO WANTS SALE REGISTRATION.

68

CORRECT

CLICK TO CORRECT ALREADY REGISTERED ITEMS, SELLERS.

69

PREVIOUS PAGE

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FIG. 8c

80

YOU REQUEST FOR PURCHASE OF BABY LOVE POWDERED MILK 1Kg
OF NAMYANG TO A SELLER OF THE FOLLOWING SALE CONDITION.

PRICE: 13,100WON

DELIVERY CONDITION: FREE OF CHARGE MORE THAN 10

PAYMENT CONDITION: CASH OR CARD SAME PRICE

ENTER THE FOLLOWING ITEMS AND PAY THE CORRESPONDING
AMOUNT TO RLECS MANAGER.

NAME 81

ADDRESS 82

TELEPHONE
NUMBER 83

E-MAIL
ADDRESS 84

DELIVERY
ADDRESS 85

DELIVERY
ARRIVAL DATE 86

PURCHASE
QUANTITY 87

PAYMENT
METHOD 88
PAYMENT TO RLECS:
CHB BANK 329-07-023453
OR ELECTRONIC CARD PAYMENT

OTHERS 89

ARRIVAL WITHIN 4 DAYS AFTER CONFIRMATION OF REMITTANCE.

NOTIFY RLECS THAT PRODUCT HAS BEEN RECEIVED.

IF ONE WEEK HAS PASSED AFTER DELIVERY OF PRODUCT, IT IS REGARDED
THAT YOU ARE SATISFIED WITH PURCHASE PRODUCT AND PRODUCT BILL
IS AUTOMATICALLY PAID FOR THE SELLER.

I WANT PURCHASE
ON THE ABOVE BASIS ☐ 90

CANCEL
(PREVIOUS PAGE) ☐

FIG. 9

91

RECEIPT: SELLER A DISPATCH: RLEC SUBJECT: REQUEST FOR DELIVERY OF PRODUCT	<p>I CONFIRMED THAT PURCHASE REQUEST HAS BEEN RECEIVED AND PRODUCT BILL HAS BEEN REMITTED, PLEASE DELIVER IT.</p> <p>PRODUCT NAME : BABY LOVE POWDERED MILK 1Kg OF NAMYANG</p> <p>QUANTITY : 10</p> <p>DELIVERY PLACE : 102-1203, WOOSUNG APARTMENT, JUNGDENMAEUL, JUNGJA-DONG, BUNDANG-KU, SUNGNAM-SI, KYUNGGI-DO, KOREA</p> <p>BUYER : BUYER A</p> <p>TELEPHONE NUMBER : 0342-234-2376</p> <p>DELIVERY ARRIVAL DATE : 10 JULY 1999</p> <p>OTHERS : PLEASE CONTACT ME BEFORE ARRIVAL.</p>
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FIG. 10a

60 ↗

NO.	PRODUCT NAME	MARKET PRICE	NUMBER OF PURCHASE REGISTRATIONS	NUMBER OF SALE REGISTRATIONS
1	TV CT-2510 OF LG	280,000 WON	0	0
2	WASHING MACHINE OF SAMSUNG	450,000 WON	0	64a 0
3	BABY LOVE POWERED MILK OF NAM YANG	13,600 WON	0	0
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	25,000 WON	0	0
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	12,500 WON	0	0

* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

FIG. 10b

151

PURCHASE REGISTRATION SITUATION OF TV CT-2510 OF LG (MARKET PRICE: 280,000WON)				
NO.	ADDRESS	PURCHASE PRICE	QUANTITY	PAYMENT CONDITION
102		151a	106 NO REGISTRANTS!	108
<div>PURCHASE REGISTRATION REQUEST</div> <div>CLICK AND REGISTER, SELLER WHO WANTS PURCHASE REGISTRATION.</div> <div>CORRECT</div> <div>CLICK TO CORRECT ALREADY REGISTERED ITEMS, BUYERS.</div> <div>PREVIOUS PAGE</div>				

92

68

FIG. 10c

100

PRODUCT : TV CT-2510 OF LG		MARKET PRICE : 280,000WON	
*NAME :	101	PURCHASE : QUANTITY	106
*BRIEF ADDRESS :	102	DELIVERY : CONDITION	107
*DETAILED ADDRESS :	103	PAYMENT : CONDITION	108
*E-MAIL ADDRESS :	104	PURCHASE : PRICE	151a
*TELEPHONE NUMBER :	105		

MARK OF * INDICATES NOT OPEN AND RLECS KEEPS THE CONTENTS.

COMPLETION OF FILL-UP

109

CANCEL

FIG. 10d

151

PURCHASE REGISTRATION SITUATION OF TV CT-2510 OF LG
(MARKET PRICE: 280,000WON) 151a

106

107

108

NO.	ADDRESS	PURCHASE PRICE	QNTY	DELIVERY CONDITION	PAYMENT CONDITION
1	KUSAN-DONG, JECHUN-SI, CHOONGBUK, KOREA 102	275,000WON	1	INCLUDING TRANS- PORTATION FEE	CASH

CLICK CORRESPONDING PURCHASE PRICE OR DESIRED CONDITION, SELLERS.

PURCHASE
REGISTRATION
REQUEST

CORRECT

92

CLICK AND REGISTER, BUYER
WHO WANTS PURCHASE REGISTRATION.

CLICK TO CORRECT ALREADY
REGISTERED ITEMS, BUYERS.

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PREVIOUS
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FIG. 10e

60

NO.	PRODUCT NAME	MARKET PRICE	NUMBER OF PURCHASE REGISTRATIONS	NUMBER OF SALE REGISTRATIONS
1	TV CT-2510 OF LG	280,000 WON	1	0
2	WASHING MACHINE OF SAMSUNG	450,000 WON	0	0
3	BABY LOVE POWERED MILK OF NAMYANG	13,600 WON	0	0
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	25,000 WON	0	1
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	12,500 WON	0	0

* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

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FIG. 11a


60

NO.	PRODUCT NAME	MARKET PRICE	NUMBER OF PURCHASE REGISTRATIONS	NUMBER OF SALE REGISTRATIONS
1	TV CT-2510 OF LG	280,000 WON	2	0
2	WASHING MACHINE OF SAMSUNG	450,000 WON	3	5
3	BABY LOVE POWERED MILK OF NAMYANG	13,600 WON	0	2
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	25,000 WON	1	2
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	12,500 WON	4	1

* SELLERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRATION TO REQUEST FOR SALE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

* BUYERS CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF PURCHASE REGISTRATION TO REQUEST FOR PURCHASE, OR CLICK THE NUMBER OF CORRESPONDING PRODUCT IN NUMBER OF SALE REGISTRANTS TO PERUSE SELLER REGISTRATION SITUATION.

FIG. 11b

PURCHASE REGISTRATION SITUATION OF TV CT-2510 OF LG (MARKET PRICE: 280,000WON)					
NO.	ADDRESS	PURCHASE PRICE	QNTY	DELIVERY CONDITION	PAYMENT CONDITION
1	SEOCHO-DONG SEOCHO-GU SEOUL, KOREA	270,000WON	5	INCLUDING TRANS- PORTATION FEE	CARD
2	KUSAN-DONG, JECHUN-SI, CHOONGBUK, KOREA	275,000WON	1	INCLUDING TRANS- PORTATION FEE	CASH
CLICK CORRESPONDING PURCHASE PRICE OR DESIRED CONDITION, SELLERS.					
PURCHASE REGISTRATION REQUEST		CLICK AND REGISTER, BUYER WHO WANTS PURCHASE REGISTRATION.		PREVIOUS PAGE	
CORRECT		CLICK TO CORRECT ALREADY REGISTERED ITEMS, BUYERS.			

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FIG. 11c

120

YOU REQUEST FOR SALE OF TV CT-2510 OF LG TO A BUYER
OF THE FOLLOWING PURCHASE CONDITION.

PRODUCT : 275,000WON DELIVERY : INCLUDING TRANS-
PRICE : 275,000WON CONDITION : PORTATION FEE

PAYMENT : CASH QUANTITY : 1 UNIT

*SELLER SHOP : 121

*ADDRESS : 122

*BUSINESS REGISTRATION : 123

*E-MAIL : 124

*PERSON-IN- : 125

*TELEPHONE : 126

*SALE AMOUNT : 127

*BANK ACCOUNT : 128

MARK OF * INDICATES NOT OPEN AND RLECS KEEPS THE CONTENTS.

COMPLETION OF FILL-UP 129 CANCEL

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FIG. 11d

130

RECEIPT: BUYER C

DISPATCH: RLEC

SUBJECT: REQUEST FOR REMITTANCE OF PRODUCT BILL

THE FOLLOWING SELLER SHOP IS FOUND THAT MEETS YOUR DESIRED
CONDITION OF YOUR SELECTED PRODUCT. IT TAKES 4 DAYS OR LESS
TO DELIVER UPON CONFIRMATION OR YOUR REMITTANCE TO RLECS.
NOTIFY RECEIPT OF PRODUCT TO RLECS IMMEDIATELY AND IF ONE
WEEK HAS PASSED AFTER DELIVERY OF PRODUCT, IT IS REGARDED
THAT YOU ARE SATISFIED WITH PURCHASED PRODUCT AND PRODUCT
BILL IS AUTOMATICALLY PAID FOR THE SELLER.

PRODUCT NAME : TV CT-2510 OF LG

QUANTITY : 1 UNIT

PRICE : 275,000WON

DELIVERY CONDITION : FREE OF CHARGE

PAYMENT CONDITION : CASH

ADDRESS : 23-3, KUSAN-DONG, JECHUN-SI, CHOOKGBUK, KOREA

NAME : BUYER C

REMIT PRODUCT BILL TO THE FOLLOWING RLECS BANK ACCOUNT
ACCORDING TO YOUR CASH PAYMENT CONDITION.

CHB 329-07-23453

THANK YOU.

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FIG. 12

140

RECEIPT: SELLER C

DISPATCH: RLEC

SUBJECT: REQUEST FOR DELIVERY OF PRODUCT

THE FOLLOWING BUYER IS FOUND THAT MEETS YOUR DESIRED
CONDITION OF YOUR SALE PRODUCT.

SINCE PRODUCT BILL HAS BEEN REMITTED TO RLECS,
DELIVER IMMEDIATELY AND INFORM DELIVERY SITUATION.

PRODUCT NAME : TV CT-2510 OF LG

QUANTITY : 1 UNIT

PRICE : 275,000WON

DELIVERY CONDITION : FREE OF CHARGE

PAYMENT CONDITION : CASH

ADDRESS : 23-3, KUSAN-DONG, JECHUN-SI, CHOOKGBUK, KOREA

NAME : BUYER C

REMAINING PRODUCT BILL AFTER DEDUCTION OF INTERMEDIATE
COMMISSION OF RLECS SHOULD BE REMITTED WITHIN 10 DAYS OF
LESS AFTER COMPLETION OF DELIVERY.

THANK YOU.

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FIG. 13a

61	62	64	64b	65b
NO.	PRODUCT NAME	JUST PREVIOUS CONTRACT PRICE	PURCHASE HIGHEST PRICE (REGISTRANTS)	SALE LOWEST PRICE (REGISTRANTS)
1	TV CT-2510 OF LG	280,000 WON	260,000WON(2)	270,000WON(3)
2	WASHING MACHINE OF SAMSUNG	450,000 WON	420,000WON(3)	435,000WON(0)
3	BABY LOVE POWERED MILK OF NAMYANG	13,600 WON	13,000WON(1)	13,300WON(2)
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	(25,000 WON)	(0)	24,000WON(5)
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	(12,500 WON)	(0)	(0)

60a

62a

REGISTER NEW PRODUCTS

66a

66

PLEASE CLICK AND REGISTER PRODUCT INFORMATION, FOR ONE WHO WANTS TO SELL OR BUY A PRODUCT INCLUDED IN THE PRODUCT LIST.

1. THE PRICE IN PURCHASE HIGHEST PRICE (REGISTRANTS) IS A PRICE OR BUYER PRESENTING THE HIGHEST PRICE AMONG THE PURCHASE REGISTRATION ITEMS.
2. THE NUMBER IN EACH PARENTHESIS IN PURCHASE HIGHEST PRICE (REGISTRANTS) INDICATES THE NUMBER OF REGISTRATIONS.
3. THE PRICE IN SALE LOWEST PRICE (REGISTRANTS) IS A PRICE OR SELLER PRESENTING THE LOWEST PRICE AMONG THE SALE REGISTRATION ITEMS.
4. THE NUMBER IN EACH PARENTHESIS IN SALE LOWEST PRICE (REGISTRANTS) INDICATES THE NUMBER OF REGISTRATIONS.
5. THE PRICE IN PARENTHESIS IN JUST PREVIOUS CONTRACT PRICE INDICATES THE OPEN MARKET PRICE IN CASE OF NO CONTRACT RESULT.

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FIG. 13b

THIS IS A WINDOW FOR REGISTERING PRODUCTS FOR SALE OR PURCHASE
WHITH RESPECT TO NEW PRODUCTS NOT LISTED IN THIS WEBSITE.

PRODUCT GROUP 62c

MANUFACTURER 62d

MODEL 62e

DESCRIPTION
OF PRODUCT 62f

PRODUCT IMAGE 62g

CONFIRM REGISTERED
PRODUCT AFTER
TRANSMISSION 62i

SEARCH 62h

CANCEL 62j

62b

62i

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FIG. 13c

THIS IS A WINDOW FOR REGISTERING PRODUCTS FOR SALE OR PURCHASE WITH RESPECT TO NEW PRODUCTS NOT LISTED IN THIS WEBSITE.

PRODUCT GROUP	TV 62c
MANUFACTURER	LG 62d
MODEL	CN-34N2 62e
DESCRIPTION OF PRODUCT	62f
<ul style="list-style-type: none"> * 34 INCH SCREEN * AUDIO MULTIPLEX, STEREO * CAPTION FUNCTION * RESERVED SLEEP ON/OFF * AUTO CHANNEL SET * WIDE SCREEN FUNCTION * COLOR : BLACK * SIZE : 234 X 47 X 478mm 	
PRODUCT IMAGE	62g
CONFIRM REGISTERED PRODUCT AFTER TRANSMISSION	62h
	62i
	62j
	62b

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FIG. 13d

THIS IS A WINDOW FOR REGISTERING PRODUCTS FOR SALE OR PURCHASE
WITH RESPECT TO NEW PRODUCTS NOT LISTED IN THIS WEBSITE.

PRODUCT GROUP

MANUFACTURER

MODEL

DESCRIPTION OF PRODUCT

* 34 IN
* AUDIO
* CAPT
* RESE
* AUTC
* WIDE
* COLC
* SIZE : 234 X 47 X 478mm

FILE SELECT

☐ CN-34N2 IMAGE FILE

62k

ALL FILES (*.*)

SEARCH

TRANSMISSION

CANCEL

62b

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FIG. 13e

THIS IS A WINDOW FOR REGISTERING PRODUCTS FOR SALE OR PURCHASE WITH RESPECT TO NEW PRODUCTS NOT LISTED IN THIS WEBSITE.

PRODUCT GROUP	TV
MANUFACTURER	LG
MODEL	CN-34N2
DESCRIPTION OF PRODUCT	<ul style="list-style-type: none"> * 34 INCH SCREEN * AUDIO MULTIPLEX, STEREO * CAPTION FUNCTION * RESERVED SLEEP ON/OFF * AUTO CHANNEL SET * WIDE SCREEN FUNCTION * COLOR : BLACK * SIZE : 234 X 47 X 478mm
PRODUCT IMAGE	<div>C:\CN-34N2 IMAGE FILE</div> <div>62h</div> <div>62g</div> <div>62i</div> <div>62b</div> <div>62j</div>
CONFIRM REGISTERED PRODUCT AFTER TRANSMISSION	<div>SEARCH</div> <div>CANCEL</div>

FIG. 13f

60a

NO.	PRODUCT NAME	JUST PREVIOUS CONTRACT PRICE	PURCHASE HIGHEST PRICE (REGISTRANTS)	SALE LOWEST PRICE (REGISTRANTS)
1	TV CT-2510 OF LG	280,000 WON	260,000WON(2)	270,000WON(3)
2	WASHING MACHINE OF SAMSUNG	450,000 WON	420,000WON(3)	435,000WON(0)
3	BABY LOVE POWERED MILK OF NAMYANG	13,600 WON	13,000WON(1)	13,300WON(2)
4	PRIME ENGLISH-KOREAN DICTIONARY THIRD OF DONGA	(25,000 WON)	(0)	24,000WON(5)
5	ROLL PAPER OF SSANGYONG (70M X 6ROLLS)	12,500 WON	(0)	(0)
5	TV CN-32N2 OF LG	(300,000 WON)	(0)	(0)

PLEASE CLICK AND REGISTER PRODUCT INFORMATION, FOR ONE
WHO WANTS TO SELL OR BUY A PRODUCT INCLUDED IN THE PRODUCT LIST.

REGISTER NEW PRODUCTS

1. THE PRICE IN PURCHASE HIGHEST PRICE (REGISTRANTS) IS A PRICE OR BUYER
PRESENTING THE HIGHEST PRICE AMONG THE PURCHASE REGISTRATION ITEMS.

2. THE NUMBER IN EACH PARENTHESIS IN PURCHASE HIGHEST PRICE
(REGISTRANTS) INDICATES THE NUMBER OF REGISTRATIONS.

3. THE PRICE IN SALE LOWEST PRICE (REGISTRANTS) IS A PRICE OR SELLER
PRESENTING THE LOWEST PRICE AMONG THE SALE REGISTRATION ITEMS.

4. THE NUMBER IN EACH PARENTHESIS IN SALE LOWEST PRICE
(REGISTRANTS) INDICATES THE NUMBER OF REGISTRATIONS.

5. THE PRICE IN PARENTHESIS IN JUST PREVIOUS CONTRACT PRICE INDICATES
THE OPEN MARKET PRICE IN CASE OF NO CONTRACT RESULT.

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FIG. 14

150

TV CT-2510 (MARKET PRICE OR JUST PREVIOUS CONTRACT PRICE: 280,000WON)


153



REFRESH

PURCHASE REGISTRATION SITUATION 151

NO.	ADDRESS	PURCHASE PRICE 106	QNTY 107	DELIVERY CONDITION 108	PAYMENT CONDITION
1	SEOCHO-DONG, SEOCHO-GU, SEOUL, KOREA	270,000WON	5	INCLUDING TRANS- PORTATION FEE	CARD
2	KUSAN-DONG, JECHUN-SI, CHOONGBUK, KOREA	275,000WON 102	1 151a	INCLUDING TRANS- PORTATION FEE	CASH

CLICK CORRESPONDING PURCHASE PRICE OF DESIRED COND., SELLERS.


PURCHASE REGISTRATION REQUEST  ← CLICK AND REGISTER, BUYER WHO WANTS PURCHASE REGISTRATION. PREVIOUS PAGE


CORRECT  ← CLICK TO CORRECT ALREADY REGISTERED ITEMS, BUYERS. 69 

SALE REGISTRATION SITUATION 152

NO.	SALE PRICE 152a	INVENTORY QUANTITY 77	DELIVERY CONDITION 79	PAYMENT CONDITION 79a	OTHERS
1	278,000WON	100	FREE OF CHARGE MORE THAN 5	CASH OR CARD	ADD 5% IN CARD
2	279,000WON	10	FREE OF CHARGE MORE THAN 10	CASH OR CARD SAME PRICE	

CLICK CORRESPONDING SALE PRICE OF DESIRED CONDITION, BUYERS.

SALE REGISTRATION REQUEST  ← CLICK AND REGISTER, SELLER WHO WANTS SALE REGISTRATION. PREVIOUS PAGE

CORRECT  ← CLICK TO CORRECT ALREADY REGISTERED ITEMS, SELLERS. 68 